C 2710

© Entire contents copyright 1986 by Crain Communications Inc. All rights reserved.

$1.50 a copy; $57 a year

Monday, August 18, 1986

Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

'Mega' tide keeps rolling

Midsize shops react

By STEWART ALTER

Four ownership changes of midsize agencies last week gave further evidence that the 1986 megamergers are now causing shops of all sizes nationwide to rethink their growth strategies.

• **Della Femina, Travisano & Partners**, New York, whose chairman earlier acknowledged that there was "more interest in us" by potential acquirers following the megamergers (AA, Aug. 11), has agreed in principle to sell the agency to Wight, Collins, Rutherford, Scott, the publicly owned London agency that recently purchased HBM/Creamer.

• **Jordan, Case, Taylor & McGrath**, New York, one of the more vital midsize independent shops able to compete with the large agencies because it is made up of former top agency executives working directly on client business, strengthened that position and sent what it considered "a dramatic signal to advertisers" by attracting Burton Manning as a principal *(see story below)*. As chairman-ceo of J. Walter Thompson USA, Mr. Manning is widely credited with turning around its creative reputation.

• **Hal Riney & Partners**, a San Francisco-based agency with national ambitions fueled by its high creative profile, agreed to sever all ties with its Ogilvy Group parent because of stricter client conflict policies following the megamergers.

• **Martin Agency**, Richmond, Va., a regional agency with a growing creative reputation, followed hot Minneapolis shop Fallon McElligott in linking up with Ogilvy subsidiary Scali, McCabe, Sloves. That move reflects post-megamerger strategy rethinking by Scali as a midsize agency and Martin as a strong regional shop.

"The whole playing field has changed" and ambitious regional agencies "want to get in the game," said John Connors Jr., presi-

(Continued on Page 81)

A CIA DEFECTOR SURFACES IN MOSCOW
Newsweek
Andrew Wyeth's Secret Obsession
For 15 years he drew the same woman and hid the pictures in an attic. Now they've been sold for millions.
TIME
Andrew Wyeth's Stunning Secret
The Helga Paintings: A Portfolio

Formula: Sex plus a famous name equals cover stories, in this case *Newsweek* and *Time*.

Helgamania!

Wyeth's secret works a pr coup

By LENORE SKENAZY

Long a favorite of greeting card and calendar makers, 69-year-old artist Andrew Wyeth and his work have suddenly captivated the jaded art world—not to mention the consumer press. *Newsweek* and *Time* blast his "secret" obsession with maid/model Helga across their covers—a double whammy usually reserved for world wars and Bruce Springsteen.

With his wife as business partner, Mr. Wyeth has become hot property—a genius in mixed media: Watercolors, print and tv.

The media is delving deeply into a newly revealed secret cache of paintings of a mysterious Helga, many of them nudes, done over the past 15 years. Though Wyeth told *Art & Antiques* about them last September, and though in April the Chester, Pa., *Delaware County Daily Times* reported the sale of same, it wasn't until last week that anybody seemed to care

(Continued on Page 80)

Manning shift puts Metter in JWT post

By STEWART ALTER

In search of a "totally different kind of challenge," Burton Manning, chairman-ceo of J. Walter Thompson USA, has traded in that post for a significant equity position, his name on the door and a chance to work on advertising again at an agency about one-seventh JWT/USA's size.

Mr. Manning, chairman-ceo of the largest agency in U.S. advertising billings since it was formed as a separate unit in 1980, is joining Jordan, Case, Taylor & McGrath as a principal and chairman of the executive committee, a new post. The name of the $231 million shop is being changed to Jordan, Manning, Case, Taylor & McGrath.

Succeeding Mr. Manning as chairman-ceo of JWT/USA is Bert Metter, who, like Mr. Manning, has a creative background. Mr. Metter, once creative director for JWT's Ford Motor Co. business (the agency's largest client), has most recently been vice-chairman, spearheading the agency's successful new-business drive.

Pointing out that he has done the work of turning around a big a-

(Continued on Page 81)

Last Minute News

Wilson to cede RJR Nabisco ceo slot; will retire

WINSTON-SALEM, N.C.—RJR Nabisco chairman-ceo J. Tylee Wilson, 55, will relinquish the ceo title to F. Ross Johnson, now president-chief operating officer, effective Jan. 1. Mr. Wilson will take early retirement Jan. 1, 1988. Sources say the move confirms long-circulating rumors, while analysts believe the succession might have been agreed to during last year's negotiations that led to the merger of RJR Industries with Nabisco Brands. But a company spokesman says the agreement did not specify terms of succession of a particular chief executive. Mr. Johnson, 54, was vice-chairman/ceo of Nabisco at the time of the merger.

BBDO claims stockholder support for Omnicom

NEW YORK—BBDO, which needs the approval of two-thirds of owners of its outstanding stock to form Omnicom Group at its Aug. 28 meeting, has received an "overwhelmingly favorable" reaction from institutional stockholders, said agency director Stephen Oresman, who is in charge of

(Continued on Page 8)

NEWSPAPER

Studies cut prices,

CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Ad bans abroad—P. 46

Highlights

Midsize shops making moves 1
Four ownership changes of midsize agencies last week gave further evidence that the 1986 megamergers are now causing shops of all sizes nationwide to rethink their growth strategies.

Helga hits hype heights 1
Long relegated to greeting cards and calendars, Andrew Wyeth and his work have suddenly captivated the jaded art world—not to mention the consumer press. *Newsweek* and *Time* tout his "secret" obsession with maid/model Helga across their covers.

Hardee's a hit with Southland 4
Southland Corp.'s experiment in selling Hardee's hamburgers at some 7-Eleven stores seems to have helped—rather than hurt—sales of 7-Eleven's own food items. The test is the beginning of a lengthy effort that will see 7-Eleven through at least four full seasons with Hardee's and a growing roster of other national fast-food companies testing joint efforts with Southland.

RJR case may break new ground 6
A ruling by a Federal Trade Commission law judge in a case involving advocacy advertising by R.J. Reynolds may, if accepted by the FTC commissioners, lay out fresh criteria for distinguishing between commercial speech and expressions of corporate opinion.

VF rings up Blue Bell 24
VF Corp. has not decided yet how to reorganize its advertising after its acquisition of Blue Bell, but the deal already has put one rival on the offensive. When VF picked up Blue Bell for $800 million, it augmented its Lee jeans business with Blue Bell's Wrangler and Rustler brands, bringing its total sales up to almost $3 billion and giving it nearly a 25% share of the $8.5 billion jeans market.

U.S. auto makers plan for long haul 36
Anticipating lower U.S. market share during the next decade, each of the Big 3 auto makers intends to cut production costs and improve product quality, diversify into related fields and broaden its international base. But they are mapping different routes to the same goal—beating back intense market pressure from imports.

SAI checkmates 'white knights' 51
The "white knights" brought in to save Scientific American Inc. from a takeover bid last year helped precipitate the company's sale this year. That irony surfaces in the proxy statement sent to shareholders before they were to vote on a $52.6 million buyout proposal from Verlagsgruppe Georg von Holtzbrinck.

CATEGORY REVIEW

RVs find a rough ride 52
Gasoline prices are down. Interest rates have fallen. Americans are avoiding Europe and planning motoring vacations in their own country. The recreation-vehicle industry ought to be enjoying a banner year, but sales are up only slightly over last year.

INTERNATIONAL

Burnett eyes expansion overseas 46
Leo Burnett Co.'s corporate strategy for staying competitive while remaining independent involves a strong international expansion program. Sources say the company, the last of the major, privately held agencies, is determined not to join the megamerger parade.

OTHER NEWS

More than half the clients whose agencies have been swept up in megamergers either are "very satisfied" or "extremely satisfied" with the new arrangement, according to a survey of 200 marketing executives. Page 12.

In this year of tough ad sales for magazines, some are bucking the trend. Of the 147 magazine members of Publishers Information Bureau, 16 registered increases of 15% or more in both ad pages and ad revenues during the first half. Page 28.

The proposed tax-reform legislation includes a drastic change in how companies can deduct the cost of developing a new trademark or logo. Page 57.

Campbell Soup Co. is ladling up a line of individually wrapped snack-food portions to test the $8 billion snack market sold through the nation's 58,000 convenience stores. Page 60.

Consumers of premium-branded products share attitudes and goals more than common age or income, according to a new study on these "UltraConsumers" by Grey Advertising. Page 62.

Scandia Down shops, known primarily for luxurious comforters and pillows, will be described as one-stop bedroom supply stores in a multimedia campaign breaking in November. Page 66.

SPECIAL REPORT

From some 3,500 entries, Advertising Age *selected 10 finalists in each of 10 advertising categories for its first creativity annual. The winners are profiled in Special Report.*

Heston's ad debut

Charlton Heston, in his first role as a corporate spokesman, touts Contel Corp.'s emergence as an information-processing giant. In print and tv, the actor will pitch the company's talents in solving communications problems. Lord, Geller, Federico, Einstein created the $7 million campaign *(see Page 82).*

Nets' strategy leaves nothing for the others

By LARRY G. COLLINS and ROBERT RAISSMAN

New York—Client and agency megamergers are playing a role in reversing most recent broadcast sales trends.

Already hit by a flat prime time upfront market that forced cost-per-thousand rate rollbacks, the networks also adopted a new strategy, especially for sports. With an abundance of unsold time, the networks during the past few weeks have offered double-digit cpm rate cuts to build a bigger share of the total tv sports spending. The volume would leave the networks with fewer scatter units—which last year often turned into opportunistic buys—and a tighter inventory might firm up prices.

And while it has been painful for the nets, the strategy has worked.

In the past two weeks, CBS and NBC each reported selling out at least two full weekend National Football League games in September—at 10%-to-15%-cpm-rate cuts and mixed with other programing packages—and expect to sell out the remaining two weekends.

"Based on what we are seeing, it's not going to be that bad," said Jerome Dominus, vp-sales, CBS-TV. "We still have a sick patient, but he may not be terminal. All the talk about the softness in the market. . .flushes out the money and then we find that there's life in the old girl yet. But I wouldn't go crazy."

Buyers at most major agencies said that network sports and other daypart efficiencies have been so attractive that very little money remains.

At the same time, certain network daypart prices have come down, forcing syndicators—who traditionally price their shows below network cpm rates—to

(Continued on Page 78)

West Coast news

L.A. staffs shuffle

A host of changes riffled through senior creative personnel at Los Angeles agencies late last week. Chiat/Day experienced two more defections of key staff as vp-associate creative director L. Brent Bouchez and associate creative director Thomas Cordner Jr. moved to Ogilvy & Mather as co-creative directors, effective in mid-September. The departures of Messrs. Bouchez and Cordner follow the earlier exit of copywriter John Stein and art director Jean Robaire, who, with Mr. Bouchez, won the Los Angeles Advertising Club's 1985 top Sweepstakes award for their work on Pizza Hut. Messrs. Stein and Robaire joined Doyle Dane Bernbach/West as vp-associate creative directors (AA, July 21). Della Femina, Travisano & Partners experienced similar trauma, losing co-creative director John Armistead to D'Arcy Masius Benton & Bowles. Mr. Armistead will become executive creative director, succeeding Ken Berris, who will become a commercial director, affiliated with River Run Films. Vp-director of broadcast production Shannon Silverman also is leaving DFT&P, with future plans unannounced. The agency has not named replacements yet.

Teledyne Water Plk, Fort Col-

(Continued on Page 78)

REGULAR FEATURES

ADVERTISER PEOPLE	72	EDITORIAL	17	RESEARCH PEOPLE	63
ADVERTISING MARKETPLACE	73	FOR THE RECORD	77	SHOOTS	36
ADWHIRL	78	FORUM	18	T.N.T., THE NEXT TREND	45
AGENCY PEOPLE	72	GARFIELD/ON THE LOOSE	72	U.S. NEWSWATCH	4
BACK PAGES	66	LETTERS	20	VIDEOTECH UPDATE	84
BEST OF PRESS	50	MEDIA PEOPLE	55	WORLD NEWS ROUNDUP	3
BRADY	45	MEDIAWORKS	54		
BRADY'S BUNCH	66	PERSONAL PRIVILEGE	41		
CATEGORY REVIEW	52	PHOTO REVIEW	56		
CON-SID-ERATIONS	17	PRESSTIME	6		
CONTRACT SPORTS	32	PROMOTIONAL AND DIRECT MARKETING	69		
CORRECTIONS & CLARIFICATIONS	6	REGIONAL NEWS	68		
CURRENTS	34	RESEARCH BEAT	62		

FIGURES TO FILE

ADVERTISING PAGES IN AUGUST CONSUMER PUBLICATIONS	67
AGENCY EARNINGS, 1ST HALF '86	79
DOG AND CAT FOOD SALES	70
NEWSPAPER AD SPENDING, MAY '86	80

Vol. 57, No. 44—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the first week in September at 740 Rush Street, Chicago, Ill. 60611-2591. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.50 a copy, $57 a year, $104 two years. Add $89 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 (313) 446-0494.

RJR ruling may 'open up' issue advertising

FTC to hear appeal in November

By STEVEN W. COLFORD

A ruling by a Federal Trade Commission law judge in a case involving advocacy advertising by R.J. Reynolds may, if accepted by the FTC commissioners, lay out fresh criteria for distinguishing between commercial speech and expressions of corporate opinion.

The FTC can move against the truth and accuracy of commercial speech, but pure opinion, truthful or not, is protected by the First Amendment.

The ruling by administrative law judge Montgomery Hyun was that R.J. Reynolds Tobacco Co.'s "Of cigarets and science" ad is outside the FTC's jurisdiction (AA, Aug. 11). It is under appeal by the FTC staff, and the commission is not expected to rule on the appeal until November at the earliest, according to a spokeswoman.

The ad in question ran in consumer publications from March to June, 1985, and was the last in a series of RJR ads that discussed various smoking issues, including advertising to children, effects of passive smoke, smoking in bed and others. It was prepared in-house, with the help of FCB/Leber Katz Partners, New York.

In ruling for RJR, judge Hyun said the ad differed from earlier "landmark" cases—the Supreme Court's Bolger ruling against pamphlets about contraceptives from Young Drug Products Corp., and the FTC's own 1976 decision against issue ads about cholesterol by the National Commission on Egg Nutrition.

Unlike in the Bolger case, he said, the RJR ad does not: Name any brand name; list prices; discuss desirable attributes of a product, or show where the product may be purchased. It differs from the Egg Nutrition case, judge Hyun said, because it contains no "express promotional language or any statement which is even remotely comparable to the express and implied claims found in the NCEN ad."

That raises the possibility that an ad might be so constructed as to be deemed an editorial and, hence, outside the FTC's regulatory authority for accuracy and truth. Judge Hyun, in fact, raises the very question himself in his order. "Admittedly, proper classification of Reynolds' ad is not an easy task. The thought that it may be possible to craft promotional messages in the guise of an editorial gives us pause."

John O'Toole, American Assn. of Advertising Agencies exec vp, said the judge's ruling "seems to legitimize issue advertising." He also said it could "open up a lot of avenues for chicanery" if, for example, a beer marketer began placing ads arguing for a drinking age of 18, commensurate with the age for voting or joining the military.

"But I'd rather have that freedom than the opposite," he said.

Gil Weil, general counsel to the Assn. of National Advertisers, said the administrative law judge's decision, if upheld by the same commission that voted 4 to 1 to issue the complaint against the Reynolds ad, could make a difference, especially to advertisers in controversial markets.

See editorial, Page 17.

"I suppose that in particular situations—tobacco, alcohol and eggs, for example—this could be important because it gives advertisers the opportunity to get their story out to the public on controversial issues free of government censorship that would have a chilling effect," he said.

New York attorney Floyd Abrams represented RJR before judge Hyun. Mr. Abrams said a basic problem with the FTC staff argument was the untenable position that RJR, by virtue of its role as a major tobacco marketer, was proscribed from expressing its views on the question of smoking.

"They were forced to say that every ad by RJR with a position on smoking was necessarily commercial speech," said Mr. Abrams. "That's the same as saying a General Motors ad for cars and auto safety—without touting GM cars—that was part of the national debate over the 55mph speed limit, would be commercial speech."

FTC attorney Judith Wilkenfeld acknowledged that the RJR ad was in a gray area between purely commercial speech and expressions on public issues, but zeroed in on the connection between the messenger and the message.

The ad satisfies three court-established standards for determin-

(Continued on Page 77)

Surprise,
Surpr!se...

At Don Jagoda Associates,
the extras are a pleasant surprise.

In the wonderful world of promotion, where the lure of something for nothing rules supreme, some promotion planners do nothing about some things that need doing, because they're "not in the agreement." Taking care of such extras is one of the professional hallmarks of Don Jagoda Associates.

Extra creative. Turning a deluxe trip to London into one guided by a great-great-grandson of Charles Dickens himself to make a "Dickens of a Christmas" sweepstakes extra memorable. Not contracted for. Added because we could, and we cared.

Extra care. Winners in an international Sweepstakes/Premium program received their gifts wrapped carefully with a big ribbon attached—"Reaction great—response terrific." We turned prizes into presents.

Extra attention to detail. Why should you pay for several P.O. Box rental cycles, when for a slight fee, we can reserve them in advance for the exact time required and save you money? Just a detail. No big deal. But multiply by 100 details and it becomes important.

Extra dedication. Filling, in one night, 640 4-foot and 6-foot Christmas stockings with Ideal toys and shipping them to supermarkets that same night, to meet Christmas deadlines. Our staff caught the spirit. And delivered.

Extra professional. We control all of our own facilities: creative, administrative, legal, prizes, verification, reporting and fulfillment. We do it all to be sure there are no "shortcuts." We stay in control every step of the way.

Extra. Extra effort on our part, not extra cost on yours.

Here are "extra" ways for you to become acquainted with Don Jagoda Associates:

- Sweepstakes
- Contests
- Games
- Refunds/Rebates
- Premiums
- Incentive Programs
- Club Management
- Fulfillment

Why don't you call us. We're extra friendly, too.

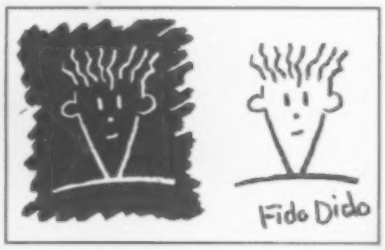
don jagoda associates, inc.
One Underhill Boulevard, Syosset, New York 11791
(516) 496-7300

CORRECTIONS & CLARIFICATIONS

- Given Saatchi & Saatchi Co.'s reports of more than $7 billion in world billings, a loss of "well below 1% of world billings" owing to client conflicts when it acquired Ted Bates Worldwide should have translated to less than $70 million (AA, Aug. 11, P. 59).
- General Cigar's share of the cigar market in 1985 was 18.4%. It was incorrect on a chart (AA, Aug. 4, P. 26).
- Before its reformulation, Procter & Gamble's Puritan oil was made of a blend of 20% soybean oil and 80% sunflower oil. Puritan did not contain corn oil (AA, Aug. 4, P. 1). Advertising/promotional campaign information was provided by P&G's pr agency, GreyCom, not P&G spokesman Donald Tassone. Information about the separation properties of rapeseed oil was incorrectly attributed to Mr. Tassone; the source was a marketer of private-label oils.
- Credit for the design of the book, "The Unpublished David Ogilvy," was incorrectly listed (AA, July 21, P. 82). The designer is Robert Smith, a retired Ogilvy & Mather art director.
- Gallup & Robinson, Princeton, N.J., is the correct name of the organization that conducted consumer tests on both award-winning Joe Sedelmaier commercials ("Hassle free" and "Auto teller") for General Motors Acceptance Corp. (AA, June 30, P. 45).

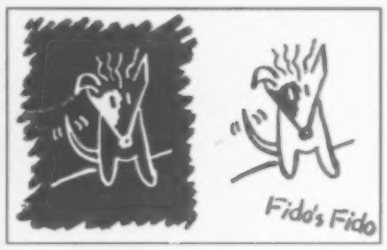
Fido? He's the past, the future, the t-shirt

If you step outside any time in the near future, odds are you'll be bumping into Fido Dido, or Video Dido, or even Fido Ditto (a quartet of Fidos). He's hard to miss. His head is shaped like an inverted triangle, his features are simply dots and dashes, and



his hair sticks up to there, thanks, no doubt, to the liberal application of stiffening gel. Fido is very *au courant*.

Who is this Fido Dido character? Possibly *the* face of 1986. A cartoon-like image, whose benign countenance appears on everything from t-shirts to underwear, and who right now is blowing out of stores as disparate as New York's Charivari, Macy's



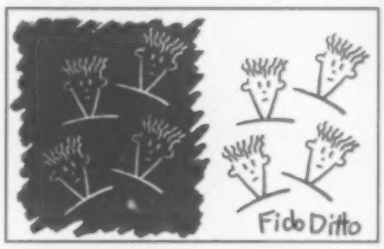
and Urban Outfitters.

Fido Dido is the brainchild of Joanna Ferrone, the owner of a photographic library, and Susan Rose, an art director at J. Walter Thompson USA, New York.

Though it's a long way from the ad business to the rag business, Fido was actually conceived somewhere in between—scribbled on a napkin over cocktails, to be exact. (Incidentally, Rose says the rag business makes the ad business seem calm.) Why did they get into it then? Ferrone and Rose believed Fido Dido's image was a strong one and a marketable one.

They originally thought of Fido as having indeterminate gender, but calling the creature "it" felt awkward. So "it" became a boy. A loss for nonsexist politics turned into a gain for marketability: Now they can create a second character, a female version.

Ferrone believes Fido is successful because "he's the all-American melting-pot boy." And in his various guises, he's every-



thing from an executive, with shirt, tie and glasses, to a sailor in uniform, to, get this, his own dog. Another factor that might explain Fido's success is the very style of the drawings. Highly graphic, they are hand-drawn, very funky and have an appeal not unlike that of Keith Haring's drawings.

And—shades of the '60s—there also is "The Fido Credo" printed on every piece of Fido merchandise:

"Fido is for Fido.
Fido is against no one.
Fido is youth.
Fido has no age.
Fido sees everything.
Fido judges nothing.
Fido is innocent.
Fido is powerful.
Fido comes from the past.
Fido is the future."

And Fido is making two young woman very happy.

Alexander Polakov

Players who don't find Condomoneyum indescribable could win a Florida condo.

Condomoneyum gives players a chance at winning the house

Sure, you can buy and sell chunks of real estate in Parker Bros.' Monopoly. But the new Condomoneyum game gives players a crack at winning a piece of *real* real estate —a $300,000 Miami Beach condo.

The man who came up with this game plan is Eric S. Medney, president, ESM Marketing Group, a 5-year-old sales promotion and sports marketing shop in Garden City, N.Y. He describes his game, which has been on sale in department stores since March, as combining elements of "advertising, real estate and Lotto."

In another relatively unusual angle, Medney sold "advertising" space on 31 game board squares at $25,000 a piece, for total ad revenues of $775,000. Among the largely upscale corporate or brand names on the current board are American Express Publishing Co.'s *Travel & Leisure* magazine; Eastern Airlines; Subaru; Frusen Gladje; Molson beer; *Newsweek*, Prudential Insurance Co.; the Ford Model agency; Remy Martin; Fontainebleau Hilton hotel, and *USA Today*.

The response from the public and the advertisers (some of whom are using the game as a premium or incentive) is strong enough to warrant his beginning sales pitches for the sponsored squares on the 1987 edition. The edition will be unveiled next March, when his "value-added product" will have added value: A chance to win a $400,000 condominium. A $500,000 sweepstakes promotion began this month and will run into October, with *USA Today*, Subaru, Eastern Airlines and 800 Cellular participating, says Medney. Six entrants will be chosen to compete in a Nov. 7 game, and the winner will receive a products-filled Subaru XT, he says.

This is apart from the condo contest, for which consumers must submit a definition of the term "Condomoneyum" in 100 words or less. Six finalists will play the game in March to win the Jockey Club III condo.

The objective of Condomoneyum is to build a six-room condominium. Each player begins with $100,000 and attempts to earn more money as he moves around the board by investing in stocks, challenging opponents for corporate advertising accounts and the like, all the while trying to avoid—as in real life—problems with the IRS.

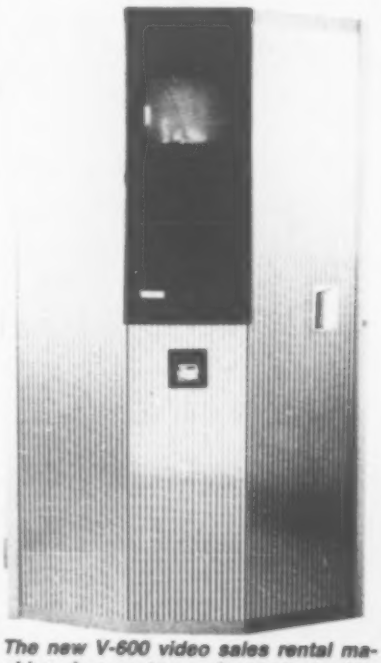
James P. Forkan

Before it bombs at home, get a sneak preview at the store

Have you ever rented a videocassette only to find that the cinematic event promised by the synopsis on the back of the box turned out to be a colossal yawn? Thanks to Video Express International, Inverness, Ill., you may never have another night home at the movies turn into a waste again.

Video Express has designed a new video rental sales machine, the V-600, featuring a 12-in. color monitor for previewing movie trailers at a press of a button.

The V-600 can stock as many as 660 VHS and Beta titles, but requires much less floor space than current vending machines. "We're aiming to market the ma-



The new V-600 video sales rental machine gives renters a chance to preview a movie before putting money down.

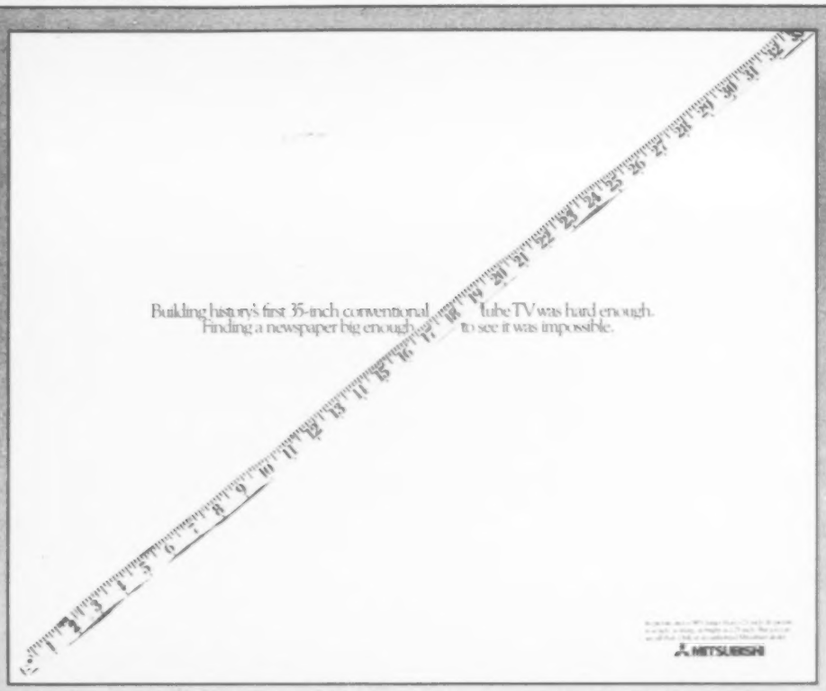
The hot seats

"Currents" takes a look at the latest concert scene with a listing of the top 10 concert draws for the past month.

Headliner, supporting acts	Venue, city, dates	Total attendance (capacity), No. of shows	Promoter or sponsors	Gross ticket sales
1. Grateful Dead Bob Dylan, Tom Petty	RFK Stadium, Washington, D.C., July 6-7	108,235 (65,000) 2 shows	Cellar Door, Grateful Dead, Westwood One	$2,132,700
2. "Texxas Fest", Van Halen, Loverboy, Dio	Cotton Bowl, Dallas, Texas, July 19	72,028 (80,000)	PACE Concerts, Schlitz	1,400,560
3. Van Halen, B.T. Overdrive	Meadowlands Arena, East Rutherford, N.J., July 28-Aug. 1	78,172 (19,543) 4 sellouts	Monarch	1,284,659
4. Bob Dylan, Grateful Dead, Tom Petty,	Rich Stadium, Buffalo, N.Y., July 4	63,850 (75,000)	Festivals East, Westwood One, Grateful Dead	1,277,000
5. "Mt. Air '86 Fest" ZZ Top, Night Ranger	Calaveras County Fair, Angels Camp, Cal., July 19-20	72,426 (2 sellouts)	Rock'N Chair, Budweiser	911,379
6. Van Halen, B.T. Overdrive	The Forum, Inglewood, Cal., July 2, 3 & 5	50,016 (16,672) 3 sellouts	Avalon	823,059
7. Farm Aid II	Manor Downs, Austin, Texas, July 4	40,500 sellout	Wrangler, Tyson	810,000
8. Bob Dylan, Tom Petty	Great Woods Center, Mansfield, Mass., July 8-9, 22	45,000 (15,000) 3 sellouts	Westwood One	745,205
9. Grateful Dead, Bob Dylan, Tom Petty	Rubber Bowl, Akron, Ohio, July 2	35,292 (38,000)	Belkin Prods. Grateful Dead Westwood One	690,180
10. Whitney Houston, Mark McCollum	Boston Common, Boston, Mass., July 29, 31, Aug. 1	37,500 (12,500) 3 sellouts	Miller Brewing, WNEV-TV, Boston Herald	667,065

Source: *Amusement Business*

BEST OF PRESS


Building history's first 35-inch conventional tube TV was hard enough.
Finding a newspaper big enough to see it was impossible.
MITSUBISHI

This ad for a new Mitsubishi Electric tv via Chiat/Day represents a classic use of spot color and a good visual to graphically demonstrate a product benefit. Creative director: Lee Clow; copywriters: Bill Hamilton, Phil Lanier; art directors: Rich Boyko, Andy Dijak; photographer: Dennis Manarchy.

This July 4th/Liberty Weekend ad from Scali, McCabe, Sloves was the best of the ads prepared to salute the Statue of Liberty. It hammers home the meaning behind the statue and does a good job of positioning the agency. Creative director: Ed McCabe; art director: Sam Scali; copywriter: Marvin Sloves.

This public service ad, one in a series now being run in Times Mirror Co.'s *Newsday* and *New York Newsday*, uses a strong visual and a strong headline to dissuade potential users of crack, the highly potent, smokable form of cocaine. The ad was created by *Newsday's* promotion department. Copywriter: Jack Squire; art director: Bob Delboy; photographer: William Senft.

Best of Press selections are made by a committee of three: Hank Simons, vp-creative director of the Newspaper Advertising Bureau; James Dunaway, vp-information at the bureau, and William F. Gloede, Advertising Age's newspaper industry reporter. National System Inc., St. Louis, provides tear sheets to the Newspaper Advertising Bureau for much of this work.

Agencies, clients and newspapers are invited to submit ads. Submissions should be sent to Mr. Gloede in Advertising Age New York bureau.

It's hard to miss the point of this ad for Yankelovich Clancy Shulman's new LITMUS-based market-testing system from Friedman Benjamin Inc., New York. Creative director and art director: Tony Benjamin; copywriter: Stephen Friedman; photographer: Barry Schein.

This ad for Volkswagen dealers from Doyle Dane Bernbach effectively used type—in this case Japanese type—to make a point about prices. Creative director: Bonnie Foister; art director: Ron Crooks; copywriter: John Roficki.

FLASH REPORT: Newspaper advertising investment for May

May 1986	IN 100 THOUSANDS IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1986	1985	ACTUAL $ G OR L	% G OR L
Amusements	1986	$31,003,316	$24,511,897	+6,491,619	+26.5
	1985				
Computer stores & supplies	1986	4,188,402	4,788,807	−600,205	−12.8
	1985				
Department stores	1986	99,421,611	91,776,450	+7,645,161	+8.3
	1985				
Food stores	1986	31,336,572	30,607,188	+731,384	+2.4
	1985				
Radio, tv, phonographs, records	1986	19,531,777	17,472,133	+2,059,644	+11.8
	1985				
General merchandise stores	1986	47,466,555	43,059,003	+4,407,552	+10.2
	1985				
Alcoholic beverages	1986	3,330,893	3,145,755	+185,138	+5.9
	1985				
Cameras, photo supplies & services	1986	862,810	502,566	+360,244	+71.7
	1985				
Computers, equipment & services	1986	3,275,718	5,232,242	−1,956,524	−37.4
	1985				
Public service utilities & communications	1986	7,473,832	6,515,845	+958,187	+14.7
	1985				
Publishing & media	1986	15,044,804	15,421,346	−376,742	−2.4
	1985				
Cigarets	1986	3,079,348	2,379,523	+699,825	+29.4
	1985				
Airlines	1986	18,568,534	15,094,269	+3,474,265	+23.0
	1985				
Passenger cars-new	1986	19,058,558	14,984,157	+4,072,401	+27.2
	1985				
Banks & trust companies	1986	7,971,191	6,825,151	+1,146,040	+16.8
	1985				
Stock, bond & investment houses	1986	1,997,419	1,265,020	+732,399	+57.9
	1985				

This Flash Report of newspaper advertiser investments, compiled for Advertising Age by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.

Source: Media Records Inc.

May spending climbs 7.8%

New York—Advertiser spending in major-market daily newspapers climbed 7.8% in May from the same month last year, according to the Flash Report of newspaper advertising prepared for Advertising Age by Media Records Inc.

Total spending rose to $312.8 million across the 16 categories measured in the report.

Only three categories showed declines from May, 1985, spending, with the biggest losses coming in the national and local computer equipment and services advertising. The computers, equipment and services general category was down 37.4%, to $3.3 million; the computer stores and supplies retail category was off 12.6%, to $4.2 million.

More than offsetting the decreases were gains in the amusements category, up 26.5% to $31 million; department stores, up 8.3% to $99.4 million; general merchandise stores, up 10.2% to $47.5 million, and radio-tv-phonograph-record retailers, up $11.8% to $19.5 million.

Among other gainers were food stores, up 2.4% to $31.3 million; alcoholic beverages, up 5.9% to $3.3 million; camera-photo supplies and services, up 71.7% to $862,810; public service utilities and commissions, up 14.7% to $7.5 million; cigarets, up 29.4% to $3.1 million; airlines, up 23% to $18.6 million, and new passenger cars, up 27.2% to $19.1 million.

The Flash Report is based on measurements by Media Records in 29 daily and 23 Sunday newspapers in 15 major markets.

And Doyle Dane Bernbach's ad for another client, 375 Spirits Corp., uses color, an arresting headline and a good copy line to promote Chivas Regal scotch. Creative director: Charlie Piccirillo; art directors: Bill Arzonetti, Matt Rao; photographer: Alan Vogel.

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

August

	Current month 1986	Current month 1985	Year-to-date 1986	Year-to-date 1985
— Art & antiques —				
American Artist	—	—	—	—
Antiques	—	—	—	—
Art in America	—	—	—	—
Southwest Art	65.1	71.8	558.2	615.7
Total Group	**65.1**	**71.8**	**558.2**	**615.7**
% change		-9.3%		-9.3%
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	—	—	—	—
Car & Driver	70.0	75.3	740.7	796.8
Car Collector & Car Classics	18.8	16.1	125.0	148.4
Car Craft	82.7	79.5	598.0	607.1
Circle Track	61.0	47.9	500.9	428.1
Cycle	23.8	43.9	384.1	444.5
Cycle Guide (11X)	—	26.2	344.3	345.1
Cycle World	26.2	41.2	412.0	492.9
Dirt Rider	29.8	23.0	337.4	266.0
Dune Buggies & Hot VW's	87.8	101.7	702.1	739.8
Family Motor Coaching	128.3	131.5	1,190.5	1,199.2
4 Wheel & Off-Road	87.4	77.8	696.2	600.1
Four Wheeler	88.1	89.2	676.1	691.3
Hot Rod	60.8	55.8	504.3	499.3
Motorcyclist	33.5	36.1	415.9	332.2
Motor Trend	48.6	70.4	520.6	604.1
Motorhome Life	93.4	99.9	760.9	790.8
Pick-Ups & Minitrucks	—	—	—	—
Rider	33.0	42.7	433.5	470.9
Road & Track	85.7	97.0	792.9	901.8
3 Wheeling	48.9	60.2	461.8	454.6
Trailer Life	98.6	109.7	932.2	1,018.7
Total Group	**1,206.4**	**1,325.1**	**11,529.4**	**11,831.7**
% change		-8.9%		-2.5%
— Boating & yachting —				
Boating	90.3	92.2	1,104.4	1,104.9
Chesapeake Bay	38.3	27.5	298.2	248.2
Cruising World	92.3	98.7	970.6	1,005.5
Lakeland Boating (10X)	67.5	66.5	558.0	529.5
Motor Boating & Sailing	117.9	127.9	1,404.4	1,342.2
Sail	113.0	108.3	904.9	1,050.6
Small Boat Journal (6X)	46.2	40.6	213.0	194.0
Trailer Boats (11X)	29.6	26.3	359.0	286.5
Western Boatman (6X)	—	—	162.8	189.9
Yachting	126.8	128.3	1,127.0	1,317.0
Total Group	**721.9**	**716.3**	**7,102.3**	**7,268.3**
% change		+0.7%		-2.2%
— Canadian —				
L'Actualite	38.7	44.8	610.8	464.3
Chatelaine:				
English Edition A.	54.2	59.5	704.2	672.7
French Edition	48.7	41.9	600.0	542.9
City and Country Home (8X)	—	—	269.9	200.5
City Woman	—	—	—	—
Equinox (6X)	—	—	—	—
Financial Post A.	12.8	9.2	267.4	243.1
Flare A.	49.2	53.7	527.6	477.0
Harrowsmith-Canada	28.8	25.5	155.2	120.5
Macleans (52X) A.	80.2	65.8	933.8	854.3
Montreal Calendar	—	—	—	—
Montreal Magazine (10X)	—	—	—	—
Reader's Digest:				
Canadian-English A.	46.7	30.8	546.5	479.7
Canadian-French A.	34.0	19.5	451.9	366.7
Toronto Life	—	—	—	—
Vancouver	—	—	—	—
Total Group	**393.4**	**350.7**	**5,067.3**	**4,421.7**
% change		+12.1%		+14.6%
— Civic/fraternal —				
American Legion	22.5	27.8	190.8	206.7
Elks (10X)	15.7	14.7	127.8	134.2
Kiwanis	18.7	18.1	126.2	116.5
Lion (10X)	—	—	—	—
Rotarian	13.0	7.6	113.5	87.2
V.F.W. (11X)	26.5	30.6	190.4	189.9
Total Group	**96.4**	**98.8**	**748.7**	**734.5**
% change		-2.4%		+1.9%
— Comics —				
DC Comics	3.0	7.0	39.0	46.5
Marvel Comics Group	—	—	—	—
Total Group	**3.0**	**7.0**	**39.0**	**46.5**
% change		-57.1%		-16.1%
— General —				
American Health (10X)	—	—	—	—
American West (6X)	39.5	27.5	132.5	132.0
The Atlantic A.	23.4	28.6	274.1	358.7
Audubon Magazine (6X)	—	—	—	—
Bon Appetit A.	55.8	73.1	614.2	648.0
Changing Times	36.3	30.6	371.8	301.1
Connoisseur	19.0	23.3	480.0	426.0
Consumer's Digest (8X)	—	—	—	—
Ebony	90.5	96.7	746.1	737.9
Fifty Plus	27.2	27.0	274.8	249.8
Food & Wine	36.3	27.4	346.0	364.5
Games	6.2	13.7	126.3	130.2
Gourmet	52.0	52.4	666.9	661.5
Harper's A.	—	—	—	—
Home Entertainment (8X)	—	—	—	—
Let's Live	49.0	35.0	386.0	330.0
Life	34.0	47.1	417.0	484.5
Modern Maturity (6X)	44.9	42.8	174.5	155.3
Money	70.1	96.7	928.6	926.9
Mother Earth News (6X)	—	—	—	—
Mother Jones (9X)	—	—	—	—
National Geographic	—	—	—	—
Natural History	28.7	22.8	312.8	317.3
Prevention	45.5	58.8	475.8	471.3
Psychology Today	29.6	21.9	214.4	188.3
Reader's Digest A.	73.1	80.6	750.0	603.5
Saturday Evening Post (9X)	38.7	39.0	189.3	180.0
Signature	47.2	33.7	529.0	413.0
Smithsonian	47.4	57.2	580.1	677.6
Sylvia Porter's Personal Finance (6X)	36.2	38.3	239.1	156.6
Town & Country	101.1	94.7	862.8	921.0
Travel-Holiday	27.0	24.0	321.3	354.7
Travel & Leisure	45.6	44.6	768.5	818.2
Vanity Fair	35.1	24.7	309.6	240.1
Writer's Digest	21.8	27.2	196.3	192.6
Yankee	52.1	59.0	537.2	522.1
Total Group	**1,168.4**	**1,205.6**	**12,050.5**	**11,807.4**
% change		-3.8%		+2.0%
— Home —				
Americana (6X)	17.2	26.9	111.4	137.8
Architectural Digest A.	64.8	69.2	899.1	941.7
Better Homes & Gardens	75.4	75.6	837.0	853.5
Colonial Homes (6X)	44.3	46.6	233.1	234.3
Columbus Monthly-Homes (4X)	—	—	81.7	26.8
Country Home (6X)	34.7	23.0	175.8	119.6
Country Journal	—	—	—	—
Country Living	56.9	62.7	546.8	520.5
Dallas-Ft. Worth Home & Garden	59.4	88.0	681.4	695.2
Family Handyman (10X) A.	—	—	382.4	391.3
Flower & Garden (6X)	26.4	33.2	156.4	158.8
Home	32.1	32.1	375.6	378.0
Home Mechanics	37.8	46.7	474.2	543.2
The Homeowner (10X)	25.1	27.3	187.8	170.5
Horticulture	26.8	23.5	304.8	279.5
House & Garden	61.3	58.2	688.1	712.2
House Beautiful	54.8	62.3	559.1	630.7
Houston Home & Garden	76.7	88.2	608.2	697.2
Metropolitan Home	38.2	45.6	440.2	477.2
New Shelter (9X)	—	—	317.7	326.9
1,001 Home Ideas	29.8	49.1	329.4	361.8
Phoenix Home/Garden	58.3	53.8	525.6	507.7
Rodale's Organic Gardening	35.3	38.4	480.5	451.1
Rx Being Well	—	—	—	—
San Diego Home/Garden	—	—	—	—
South Florida Home/Garden	27.8	49.9	—	—
Southern Accents (6X)	—	—	377.7	335.1
Southern Living	—	—	—	—
Sunset Magazine A.	90.1	103.1	1,083.2	1,117.7
Texas Homes	44.5	55.9	496.9	636.5
Workbench (6X)	—	—	191.3	209.9
The Workbasket	27.3	33.6	236.0	261.0
Total Group	**1,233.8**	**1,190.6**	**11,594.9**	**12,145.7**
% change		+3.6%		-4.6%
— In-flight & other passenger —				
Aboard Group (7) (6X)	—	—	—	—
Alaska Airlines	57.7	58.4	462.3	388.1
East/West Network:				
American Way	75.8	75.6	712.2	892.3
Eastern Review	57.5	84.3	797.1	752.6
Frontier	22.0	—	272.0	—
Northwest Orient	32.6	44.0	358.9	322.5
Ozark	25.6	37.0	355.6	317.0
Pan Am Clipper	32.5	60.7	357.2	491.3
PSA Magazine	77.8	85.5	696.8	624.3
Republic Scene	31.3	39.3	389.2	354.0
Spirit	68.5	92.7	763.3	703.7
United	64.3	86.7	748.5	704.7
Western's World	44.6	51.7	464.9	417.5
Halsey Publications:				
Air Cal	52.2	61.2	419.7	384.1
Delta Sky	60.0	66.2	583.8	559.9
People's Expressions	28.8	—	245.7	—
US Air	37.5	46.5	344.5	365.3
Hawaii (6X)	26.2	21.9	220.8	190.9
Pace	88.2	73.2	645.7	541.4
Presidential Airways (6X)	8.7	—	37.8	—
Spirit of Aloha (6X)	29.1	22.5	226.7	191.0
TWA Ambassador	52.0	56.7	404.9	422.5
Total Group	**972.9**	**1,064.1**	**9,628.7**	**8,599.3**
% change		-8.5%		+11.9%
— Men's —				
Esquire A.	42.5	62.6	705.5	754.0
Firehouse Magazine (13X)	26.5	26.0	315.0	333.5
Gentlemen's Quarterly A.	—	—	—	—
M	50.3	42.3	395.2	375.3
Penthouse A.	29.1	33.2	280.1	307.5
Playboy A.	42.3	60.0	491.7	563.8
Total Group	**190.7**	**224.1**	**2,187.5**	**2,334.1**
% change		-14.9%		-6.2%
— Metropolitan —				
Aloha (6X)	41.7	29.1	155.7	154.3
Atlanta	—	—	—	—
Baltimore	79.1	90.1	581.9	627.6
Boston	156.2	169.3	1,179.9	1,178.8
California	60.0	73.0	544.2	535.6
Chicago	95.0	104.7	952.6	1,000.8
Chicago's North Shore	91.7	78.8	627.7	591.1
Cincinnati	53.1	44.9	458.3	419.0
Cleveland	50.6	82.8	553.7	609.7
Coast (38X)	375.0	339.4	1,834.3	1,867.8
Columbus Monthly	66.4	65.1	527.4	525.5
Connecticut	111.4	109.6	747.1	704.2
D/Magazine, Dallas/-Fort Worth	99.1	106.0	953.5	999.1
Denver	35.0	37.8	283.6	244.6
Detroit Monthly	48.3	47.5	578.1	437.5
Grand Rapids	36.3	45.7	330.6	392.8
Gulfshore Life (10X)	75.7	77.0	599.4	380.0
Honolulu	84.4	88.3	481.3	481.2
Houston City	36.4	53.3	402.0	549.7
Louisiana Life (6X)	—	—	149.7	219.0
Madison	61.0	57.6	507.0	483.6
Metropolitan Detroit	46.0	56.3	576.4	551.1
Miami/South Florida	39.3	73.8	550.6	711.3
Mid Atlantic Country	38.3	40.8	310.7	361.4
Milwaukee	68.5	61.7	519.4	501.4
Minneapolis/St. Paul	111.5	81.6	745.9	736.4
Nashville	26.0	42.0	308.0	287.0
New England Monthly	25.3	21.0	285.5	225.5
Ohio	56.5	50.8	458.5	494.0
Orlando	100.3	102.8	793.8	808.5
Palm Beach Life	27.5	38.6	470.6	575.7
Palm Springs Life	40.3	29.6	761.0	773.2
Philadelphia	127.4	114.0	992.0	1,018.1
Phoenix	128.7	148.3	751.1	808.7
Pittsburgh	64.3	66.0	503.2	483.6
St. Louis	37.8	44.5	373.9	427.5
San Diego	144.9	162.2	1,084.1	1,240.3
San Francisco (6X)	—	—	—	—
San Francisco Focus	89.1	117.8	704.7	691.5
Texas Monthly	88.8	112.3	955.0	911.9
Twin Cities	48.0	46.9	339.5	445.7
The Virginian	—	—	257.0	222.0
Washington (7X)	83.0	47.0	311.0	144.0
Washington Dossier (11X)	32.3	36.1	337.5	381.7
The Washingtonian	142.0	137.0	1,135.0	1,157.0
Total Group	**3,222.2**	**3,331.1**	**25,972.4**	**26,359.4**
% change		-3.2%		-1.4%
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	23.6	19.4	169.8	150.7
Secrets	23.6	19.4	169.8	150.7
True Confessions	23.6	19.4	169.8	150.7
True Experience	23.6	19.4	169.8	150.7
True Love	23.6	19.4	169.8	150.7
True Romance	23.6	19.4	169.8	150.7
Sterling Women's Group:				
Daytime TV	25.9	27.5	203.9	229.0
Modern Screen	16.2	16.5	63.7	58.3
Movie Mirror (6X)	1.0	1.0	18.5	71.5
Soap Opera Stars	16.2	17.6	62.8	77.1
TV Movie Screen (6X)	8.6	8.0	34.5	27.3
TV Picture Life (6X)	3.6	9.0	14.2	24.0
Total Group	**213.1**	**196.0**	**1,416.4**	**1,391.4**
% change		+8.7%		+1.7%
— Music/entertainment —				
Audio	67.4	61.6	578.6	614.0
Circus Magazine	—	—	—	—
Dance Magazine	45.3	50.8	422.4	440.0
Musician	56.3	58.4	445.5	464.0
Playbill	37.0	42.6	336.3	378.1
Stereo Review	73.1	39.4	555.3	304.6
Video	68.8	73.9	590.0	593.0
Total Group	**347.9**	**326.7**	**2,928.1**	**2,793.7**
% change		+6.4%		+4.8%
— National Sunday magazines —				
Parade (52X)	49.5	47.8	413.8	399.7
Total Group	**49.5**	**47.8**	**413.8**	**399.7**
% change		+3.5%		+3.5%
— Outdoor & sport —				
The American Handgunner (6X)	42.0	34.0	142.0	136.0
American Hunter	19.6	25.4	140.0	141.1
American Rifleman	32.8	35.6	190.6	194.0
Backpacker (6X)	—	—	119.4	136.6
Bass Master (9X) A.	—	—	382.1	393.5
Bicycling (9X)	56.4	70.7	583.3	683.0
Duck's Unlimited (6X)	—	—	110.0	93.7
Field & Stream	50.6	52.4	674.9	725.2
Fishing World	11.6	15.6	178.0	176.2
Florida Sportsman	85.4	76.4	916.5	836.8
Flying	46.0	42.4	302.2	370.5
Golf Digest	75.3	81.8	822.0	763.2
Golf Magazine	42.8	35.3	583.3	565.3
Gun Dog (6X)	—	—	118.0	103.6
Guns	34.0	25.0	248.0	177.0
Guns & Ammo	52.3	45.7	376.6	331.7
In-Fisherman (6X)	32.0	40.0	365.0	406.0
Muscle & Fitness	107.2	102.0	870.9	856.3
Outdoor Life	45.6	53.2	595.0	564.2
Outside	35.9	30.3	382.9	337.1
Petersen's Hunting	55.5	52.7	344.6	297.9
The Runner	23.0	23.7	239.8	276.6

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. * All affiliated with Sunday Mag/Net, except Los Angeles Times Magazine and New York Times Magazine.

All figures represented in this chart are supplied by the magazines. Advertising Age makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

(Continued on Page 68)

(Continued from Page 67)

August

	Current month 1986	1985	Year-to-date 1986	1985
Runner's World (13X)	31.9	38.8	247.3	304.3
Salt Water Sportsman	53.6	56.0	744.1	690.5
Shooting Times	—	—	—	—
Ski (8X) A.	—	—	249.2	215.4
Skiing (7X)	—	—	—	—
Skin Diver	86.2	75.9	753.4	657.1
Southern Outdoors (8X)	—	—	259.3	209.4
Sport	41.5	40.5	279.8	302.2
Sports Afield	44.9	76.2	561.5	669.9
Tennis	52.3	59.4	578.2	661.5
Waterski (8X)	—	—	—	—
Western Outdoors (10X)	40.4	38.7	342.1	326.9
Wildfowl (6X)	21.8	14.6	71.1	14.8
Windrider (7X)	—	—	—	—
World Tennis	26.7	32.8	201.6	32.8
Total Group	**1,247.3**	**1,284.1**	**12,972.7**	**12,650.3**
% change		**-2.8%**		**+2.5%**
— Photography —				
American Photographer	39.3	35.7	303.1	317.5
Petersen's Photographic	18.3	27.7	196.3	218.6
Popular Photography	61.7	80.8	519.6	703.0
Total Group	**119.3**	**144.2**	**1,019.0**	**1,239.1**
% change		**-17.8%**		**-17.7%**
— Religious —				
Christian Herald (11X)	26.3	28.5	194.4	211.9
Inside (4X)	—	—	—	—
Moody Monthly (11X)	21.6	36.5	288.5	350.0
Today's Christian Woman (6X)	14.5	33.0	110.5	161.4
Total Group	**62.4**	**98.0**	**593.4**	**723.3**
% change		**-36.3%**		**-17.9%**
— Science/electronic/mechanic —				
Discover	22.6	26.5	239.3	247.8
Family Computing	41.5	30.0	329.7	290.3
Info World (52X)	—	—	—	—
Omni	41.5	53.7	429.7	453.4
Personal Computing	102.9	139.3	888.7	1,163.7
Popular Mechanics	65.9	79.0	755.0	751.9
Popular Science	52.9	47.7	542.8	497.4
Science Digest	22.4	14.6	122.5	195.1
Science 86 (10X)	—	—	—	—
Scientific American	23.2	28.8	252.5	347.0
Spectrum	63.5	80.6	648.5	808.1
Total Group	**436.4**	**500.5**	**4,208.7**	**4,854.7**
% change		**-12.8%**		**-13.3%**
— Women/fashion/service —				
Bride's Magazine (6X) A.	447.3	377.9	1,544.1	1,343.9
Cosmopolitan A.	158.5	174.9	1,527.4	1,491.4
Essence	—	—	—	—
Family Circle (17X) A.	153.2	97.0	1,110.9	1,130.5
Family Magazine	—	—	—	—
Glamour	175.0	194.6	1,327.5	1,325.8
Good Housekeeping A.	116.3	130.9	1,233.3	1,254.4
Harper's Bazaar	115.4	137.2	914.7	985.1
Health	35.5	48.7	318.5	315.7
Ladies' Home Journal	93.4	105.7	851.4	838.5
Mademoiselle	136.3	153.7	945.1	942.0
McCall's	74.4	70.7	698.7	692.4
Modern Bride (6X)	422.0	408.5	1,367.1	1,320.0
Ms.	29.9	20.9	304.8	366.9
New Woman	60.7	52.0	554.3	401.4
Parents A.	94.0	67.8	719.5	661.4
Playgirl	—	—	—	—
Redbook	64.2	83.1	704.0	690.6
Self	64.0	91.8	704.9	725.3
Seventeen	238.5	265.6	933.2	1,023.4
Shape	65.0	50.0	560.7	486.1
Soap Opera Digest (26X)	18.8	20.0	157.8	225.5
'Teen Magazine	81.0	76.6	408.2	402.4
True Story A.	48.8	46.2	366.8	374.2
Vogue	229.4	235.6	1,745.0	1,788.6
W Magazine	159.8	140.0	815.3	802.0
Weight Watchers	25.7	26.5	258.8	219.5
Woman's Day (16X) A.	—	—	—	—
Working Woman	75.4	70.5	771.4	748.4
Total Group	**3,182.5**	**3,146.4**	**20,843.4**	**20,555.4**
% change		**+1.1%**		**+1.4%**
— Youth —				
Boys' Life	13.1	12.7	118.2	138.7
Campus Life (10X)	21.1	33.0	228.6	282.9
Total Group	**34.2**	**45.7**	**346.8**	**421.6**
% change		**-25.1%**		**-17.7%**

July

	Current month 1986	1985	Year-to-date 1986	1985
— Business —				
Advantage	61.0	38.0	412.0	333.0
Arizona Bus. Gazette (52X)	23.3	18.9	221.2	188.9
Atlanta Bus. Chronicle (52X)	52.1	53.7	503.5	352.6
Austin Bus. Journal (52X)	32.4	66.3	308.5	392.3
Baltimore Bus. Journal	57.3	63.1	487.5	463.3
Barron's (52X)	130.4	163.6	1,292.8	1,311.7
Business Atlanta	63.1	64.2	455.2	465.1
Business First of Buffalo	53.0	70.8	417.0	445.1
Business First of Columbus	74.5	64.9	562.0	463.1
Business Journal/Sacramento	32.5	45.2	282.6	266.3
Business North Carolina	39.0	27.8	278.5	230.8
Business Week (52X) A.	214.3	306.1	2,094.5	2,467.4
Business West	—	—	104.0	79.0
California Business	—	—	—	—
Capital Dist. Bus. Review (25X)	—	—	—	—
Cincinnati Bus. Courier	69.8	59.8	519.2	410.7
Corporate Report/Kansas City	25.2	35.8	211.4	336.2
Corporate Report/Minnesota	70.4	73.3	546.5	654.7
Crain's Chicago Bus. (52X)	129.7	157.0	1,131.2	1,046.0
Crain's Cleveland Bus. (52X)	51.1	75.1	408.9	526.9
Crain's New York Bus.	23.5	18.0	237.0	93.0
Florida Trend (13X)	72.6	102.9	571.3	655.9
Forbes (26X)	185.9	237.6	1,796.0	1,946.0
Fortune (26X)	139.5	195.4	1,432.8	1,805.1
Frequent Flyer	56.7	45.0	408.5	413.8
Futures (13X)	45.1	49.0	321.2	337.0
Georgia Trend	63.1	—	370.6	—
Grand Rapids Bus. Journal	37.0	21.0	238.7	109.5
Hawaii Business	41.7	44.2	308.4	318.6
High Technology	21.0	23.6	131.4	222.6
Houston Bus. Journal (52X)	62.9	111.5	577.9	819.0
Inc. Magazine A.	67.1	67.8	612.1	662.4
Income Opportunities	75.9	53.6	396.1	319.3
Industry Week (25X) A.	57.5	59.1	607.2	598.3
Indianapolis Bus. Journal (52X)	144.0	137.1	1,010.7	829.3
Kansas City Bus. Journal	—	—	—	—
Manhattan, Inc.	46.9	34.4	459.2	249.2
Minnesota Bus. Journal	—	—	—	—
Nation's Business A.	33.4	27.1	249.0	241.6
New England Bus. (20X) A.	—	—	—	—
Pacific Bus. News (52X)	—	—	—	—
Philadelphia Bus. Journal (52X)	105.6	103.4	778.8	612.6
Pittsburgh Bus. Times (52X)	76.2	96.4	610.1	525.4
Regardie's	162.5	96.8	979.9	732.7
San Jose Bus. Journal	142.4	110.8	649.1	744.5
Savvy	18.4	21.0	199.7	217.3
South Florida Bus. Journal	72.0	98.2	745.3	591.7
St. Louis Bus. Journal (52X)	122.4	131.3	955.8	976.7
Texas Business	84.9	95.6	351.2	430.0
Venture	70.7	79.6	492.0	503.0
Total Group	**3,078.3**	**3,287.0**	**24,595.3**	**24,341.4**
% change		**-6.3%**		**+1.0%**
— National Sunday magazines —				
Parade	36.4	32.0	364.3	352.1
USA Weekend (52X) A.	37.4	39.7	350.8	342.0
Total Group	**73.8**	**71.7**	**715.1**	**694.1**
% change		**+2.9%**		**+3.0%**
— Newspaper Sunday magazines* —				
Boston Globe	123.1	112.6	1,353.1	1,244.5
Chicago Tribune	58.3	92.9	595.9	716.7
Cleveland Plain Dealer	22.3	25.4	313.4	294.6
Columbus Dispatch	24.9	26.1	268.3	305.0
Denver Post	96.0	100.0	996.0	1,072.0
Detroit News	57.0	67.0	605.0	592.0
L.A. Times Magazine	52.9	45.6	497.5	441.6
Louisville Courier-Journal	41.5	45.6	423.6	459.2
Miami Herald	29.8	24.9	329.7	274.1
New York Times Magazine	112.8	128.4	1,995.4	2,227.5
Philadelphia Inquirer	34.3	43.8	438.7	342.6
San Francisco Image				
Seattle Times	33.0	27.0	341.0	283.0
Toledo Blade Magazine	29.1	30.2	267.3	275.2
Washington Post	57.3	61.3	795.4	759.6
Total Group	**772.3**	**830.8**	**9,220.3**	**9,287.6**
% change		**-7.0%**		**+0.0%**
— Weeklies/bi-weeklies —				
The Advocate (26X)	111.0	82.0	966.3	626.6
Army Times Military Group:				
Air Force Times (52X)	165.7	169.3	1,269.2	1,082.9
Army Times (52X)	154.5	164.9	1,154.4	1,057.2
Navy Times (52X)	174.3	176.2	1,248.0	1,152.1
The Blood-Horse (52X)	423.6	549.6	2,528.2	3,020.4
Capper's Weekly (26X)	15.6	22.0	182.3	168.1
Commonweal (22X)	2.2	2.2	48.6	42.3
Grit (52X) A.	17.8	17.0	165.4	133.3
National Journal (50X)	36.7	36.3	392.3	352.0
National Review (25X)	28.4	26.7	211.1	160.1
New Republic (48X)	23.2	31.6	240.4	197.4
New York Magazine (50X)	196.0	177.6	1,353.2	1,316.6
Newsweek (52X) A.	131.3	164.9	1,335.0	1,448.6
People (52X)	235.9	233.3	2,025.1	2,000.8
Rolling Stone (25X)	132.6	95.2	736.0	591.7
Sporting News (52X)	36.1	49.1	347.9	267.5
Sports Illustrated (52X) A.	151.8	189.5	1,513.9	1,523.2
Time (52X) A.	119.5	167.5	1,381.3	1,457.3
Travelhost (52X) C.	3,560.0	2,795.5	21,912.0	21,685.0
TV Guide (52X) A.	183.2	191.1	1,982.8	2,026.9
TV Update (52X) C.	2,141.0	2,135.0	16,469.0	15,930.0
Us Magazine (26X)	35.3	36.3	297.8	194.1
U.S. News &				
World Report (52X) A.	94.6	116.0	869.9	942.4
Total Group	**4,966.3**	**7,628.8**	**58,630.1**	**57,376.5**
% change		**-34.9%**		**+2.1%**
— Foreign —				
Business Week Intl. (52X)	136.4	120.9	888.2	840.1
Cosmopolitan Foreign Editions:				
Australia	60.7	58.1	407.4	397.3
Brazil	56.8	51.5	366.9	281.5
China	32.9	19.8	260.6	140.4
France	74.0	64.5	501.7	721.5
Germany	74.3	80.7	730.4	667.5
Great Britain	111.0	109.0	716.5	763.8
Greece	32.0	37.0	287.0	434.4
Holland	35.0	35.0	449.0	448.3
Italy	27.3	31.0	460.2	353.4
Japan	48.9	49.7	351.5	218.3
S. Africa	67.0	75.0	484.0	553.0
Cosmopolitan en Espanol:				
Central America	4.3	0.3	24.3	6.7
Colombia	22.7	17.5	84.3	80.5
Ecuador	—	—	—	2.0
Mexico	59.0	48.0	263.3	304.0
Peru	—	5.0	—	21.0
Puerto Rico	9.8	21.5	69.0	151.8
U.S. (Spanish language)	24.7	17.0	173.7	112.5
Venezuela	16.3	27.0	84.3	163.7
Good Housekeeping Foreign Editions:				
Australia	39.2	53.2	211.6	228.2
Great Britain	110.9	120.6	843.6	845.2
Japan	94.7	91.1	493.0	409.4
Buenhogar:				
Central America	1.0	1.0	8.0	7.0
Chile	1.0	1.0	9.0	8.0
Colombia	37.7	61.0	199.8	219.0
Ecuador	12.0	25.0	73.0	103.0
Mexico	37.8	64.0	199.7	295.8
Peru	—	—	—	—
Puerto Rico	11.5	25.8	63.0	73.3
U.S.	22.7	26.7	142.3	116.5
Venezuela	24.0	58.2	141.7	222.5
Geomundo:				
Central America	4.0	3.0	26.0	30.5
Chile	5.0	3.0	29.0	33.5
Colombia	8.0	9.0	54.8	56.0
Ecuador	3.0	3.0	20.0	26.0
Mexico	22.7	11.5	59.2	46.5
Peru	2.0	3.0	18.0	32.5
Puerto Rico	11.5	1.0	21.5	22.0
Venezuela	32.5	13.5	93.5	63.0
Hombre De Mundo:				
Central America	3.0	4.0	38.0	24.0
Chile	3.0	6.0	39.0	30.0
Colombia	8.0	9.5	95.2	43.5
Ecuador	5.0	4.0	35.0	26.5
Mexico	12.0	12.5	102.0	67.0
Peru	2.0	4.0	23.0	21.0
Puerto Rico	2.0	12.0	33.0	41.0
Venezuela	20.0	34.0	131.0	119.0
Ideas Para Su Hogar:				
Colombia	9.2	14.0	67.8	90.0
Ecuador	2.0	6.0	14.0	32.0
Mexico	11.7	14.2	43.0	58.0
Peru	4.0	2.5	21.5	15.0
Puerto Rico	—	1.0	—	10.5
Venezuela	5.0	18.0	63.7	109.0
Latin America Finance	19.5	10.3	73.2	34.0
Mecanica Popular:				
Argentina	2.3	1.0	18.3	16.3
Central America	7.2	6.5	60.8	65.5
Chile	3.7	1.3	32.0	22.5
Colombia	13.7	15.2	102.7	89.5
Mexico	11.8	20.5	67.7	94.8
Peru	8.2	8.5	64.8	77.5
Puerto Rico	5.7	5.8	45.3	65.8
Venezuela	13.7	23.0	75.0	92.8
Vanidades Continental:				
Central America	25.2	4.5	102.3	40.5
Chile	4.5	2.3	26.5	17.3
Colombia	116.0	57.0	440.2	409.5
Ecuador	30.3	19.7	122.5	128.0
Mexico	122.8	82.2	488.5	520.7
Peru	24.7	10.7	81.8	75.3
Puerto Rico	61.8	25.5	227.8	226.3
U.S.	46.7	32.8	289.3	252.7
Venezuela	58.8	52.3	234.5	328.7
International Communications:				
African Business	22.3	21.6	192.5	173.4
New African	15.6	14.9	125.1	106.0
The Middle East	23.4	13.3	83.0	114.7
International Management:				
Europe	31.0	29.8	290.8	300.0
Middle East	13.2	9.5	59.5	102.2
Johnston International:				
Alam Attijarat	16.2	27.8	233.2	310.6
Modern Africa (6X)	25.1	11.8	78.3	48.6
Modern Asia (11X)	20.7	19.3	241.2	189.3
Newsweek International A.:				
Atlantic (52X)	43.0	70.9	537.7	549.0
Latin America (52X)	22.3	30.4	207.1	172.9
Pacific (52X)	42.4	52.4	384.5	399.8
Progreso (9X)	—	—	—	—
Reader's Digest:				
Arabic	7.9	7.0	36.5	74.5
Asian	162.5	193.5	1,491.8	1,344.8
Australian	55.5	70.0	395.7	380.4
Belgian-Flemish	28.0	36.5	461.4	555.0
Belgian-French	15.0	23.0	268.1	370.5
British	46.6	32.0	315.4	306.9
Chinese B.	77.3	104.5	694.8	847.0
Danish	9.0	12.0	203.7	213.0
Dutch	25.5	15.3	243.1	246.4
Finnish	16.0	19.5	271.0	308.9
French	5.8	16.8	107.6	320.4
German	38.0	42.3	423.5	447.2
Iberian	2.0	—	8.0	31.0
Indian-English	55.5	65.0	575.0	679.5
Indian-Hindi	8.5	5.0	71.0	81.5
Italian	19.0	19.0	274.5	249.5
Korean	23.3	21.8	193.0	166.2
Latin American:				
Argentina	16.5	20.5	86.5	121.5
Brazil	2.0	8.0	18.0	32.0
Central America	6.0	11.0	41.0	60.0
Chile	8.0	19.5	69.5	70.0
Colombia	32.5	21.5	145.0	168.5
Ecuador	5.0	11.0	41.0	57.0
Mexico	46.0	47.9	368.4	299.7
Peru	5.0	12.0	47.0	61.5
Portugal	29.5	42.8	240.8	239.6
Puerto Rico	6.0	7.0	31.5	33.0
U.P.B.	5.0	7.0	39.0	46.5
U.S. Spanish	12.5	7.5	112.5	61.0
Venezuela	8.5	12.5	79.5	72.0
New Zealand	59.3	57.5	350.3	356.5
Norwegian	5.0	13.5	53.5	134.0
South African	65.5	73.0	489.5	615.0
Swedish	11.0	11.0	116.0	100.5
Swiss-French	6.5	15.0	150.5	167.0
Swiss-German	12.5	21.0	209.5	232.5
Time International:				
Time-Asia	48.1	81.2	468.6	551.0
Time-Atlantic	52.7	74.8	623.8	628.7
Time-Canada	81.3	104.1	1,170.9	1,064.8
Time-Latin America	25.4	41.7	306.4	271.0
Time-South Pacific	83.2	125.0	589.1	748.2
Visao (52X)	139.9	142.3	942.2	794.7
Vision/Latin America (26X) A.	23.7	25.2	172.3	166.8
Total Group	**3,704.6**	**3,962.3**	**27,699.0**	**28,986.0**
% change		**-6.5%**		**-4.4%**

Pet food category off its feed, but snacks gain

By JOHN C. MAXWELL JR.

Last year was a mediocre one for the pet food industry, up close to 2.4% in dollars compared with 6.7% last year.

The continuing trend was the increased sales of cat food (up 5.7%) to the detriment of dog food (up only 0.5%). This relates to demographics; cats are easier to take care of than dogs. Thus we believe the dog population is rather flat, with cats growing about 4% to 5%. We believe this will be a continuing trend for the foreseeable future.

This, of course, has had adverse ramifications for some companies' share. Ralston Purina has been losing share, as it is more in the dog food area than the cat food area, where Carnation and Heinz have been gaining share.

As we indicated last year, 75% of all pets in the U.S. now eat some type of commercially prepared food. Obviously, with 55% of wives working and frozen dinners being more the rage, this points to increased use. Moist dog food, despite aggressive marketing by Quaker Oats, was flat.

In terms of unit trends, the canned dog food market was down about 3% over-all, with maintenance products down 6%. The premium canned food area was off slightly and continued that trend through early 1986. Dry dog food was also off about 2% with premium being flat and maintenance down about 6%.

Dog treats were up almost 2%. This area has come from almost nothing 10 years ago to being the third-largest product in the dog food area. Moist dog food was about flat, with soft-dry food down a little over 2%.

In the cat food area, the biggest growth came from canned cat food, up 7% over-all, with all the growth coming from the gourmet segment, which comprised about 85% of the canned cat food division. This segment had a gain of 9% in 1985 against 9% in 1984.

As far as company performance goes, Gaines appears to be the main loser, in seventh position last year out of the top seven companies we follow in detail.#

Mr. Maxwell is with Furman Selz Mager Dietz & Birney, New York.

Market share by company

Ralston saw its percentage share slip, but retained its dominance of the pet-food market. Figures in millions of dollars and share of market. *Source: John C. Maxwell Jr.*

Company	1984	Per cent share	1985	Per cent share
Ralston Purina	1,421.1	27.0	1,450.1	26.9
Carnation (Nestle)	626.2	11.9	659.0	12.2
Kal Kan (Mars)	456.7	8.7	453.3	8.4
Heinz	391.9	7.4	422.1	7.8
Anderson Clayton	359.5	6.8	356.8	6.6
Quaker Oats	376.6	7.1	383.2	7.1
Grand Met USA	327.9	6.2	384.9	7.1
All others	1,375.9	26.2	1,287.0	23.8
Total	$5,270.7	100.0	$5,396.4	100.0

Cat food sales

The popularity of cats as pets for single people and working women is giving cat food sales a boost. All figures in millions of dollars. *Source: John C. Maxwell Jr.*

Brand	Manufacturer	1984	1985
Canned cat food			
9-Lives	Heinz	$273.0	266.0
Kal Kan	Kal Kan (Mars)	164.0	189.0
Friskies Buffet	Carnation (Nestle)	144.0	163.0
Fancy Feast	Carnation (Nestle)	83.0	114.0
Purina 100	Ralston Purina	67.4	73.8
Bright Eyes	Carnation (Nestle)	41.7	26.4
Puss'n Boots	Quaker Oats	22.1	16.6
Tabby	Grand Met (USA)	2.5	4.3
Unique	Benco	0.7	3.9
Friskies	Carnation (Nestle)	8.2	2.3
All Others		164.4	190.7
Total		$971.0	$1,050.0
Dry cat food			
Cat Chow	Ralston Purina	149.0	153.0
Meow Mix	Ralston Purina	97.4	89.3
Friskies	Carnation (Nestle)	85.5	87.7
9-Lives	Heinz	37.3	56.6
Crave	Kal Kan (Mars)	57.0	51.0
Special Dinners	Ralston Purina	48.6	47.6
Chef's Blend	Carnation (Nestle)	34.4	39.6
Thrive	Ralston Purina	37.9	38.0
Kitten Chow	Ralston Purina	16.9	21.3
Alley Cat	Ralston Purina	6.1	20.2
Fish Ahoy	Carnation (Nestle)	3.1	1.7
All Others		97.4	104.0
Total		$670.6	$710.0
Moist cat food			
Tender Vittles	Ralston Purina	130.0	128.0
Happy Cat	Ralston Purina	81.0	72.7
9-Lives/Square Meal	Heinz	24.5	37.8
Moist Meals	Quaker Oats	18.4	14.4
Moist & Tender	Benco	2.2	2.6
All Others		10.3	3.5
Total		$266.4	$256.0

Dog food sales

Dogs remain the most popular pet in the country and that helps keep sales for dog food healthy and strong. All figures in millions of dollars. *Source: John C. Maxwell Jr.*

Brand	Manufacturer	1984	1985
Dry dog food			
Dog Chow	Ralston Purina	259.0	256.0
Puppy Chow	Ralston Purina	167.0	153.0
Gravy Train	Gaines	123.0	129.0
Alpo Beef Flavored Dinner	Grand Met USA	78.5	91.0
Dog Meal (Hi-Pro)	Ralston Purina	88.6	88.5
Come 'N Get It	Carnation (Nestle)	78.0	84.3
Meal Time	Kal Kan (Mars)	80.0	67.2
Chuck Wagon	Ralston Purina	51.9	55.2
Dry Cycle	Gaines	52.7	43.1
Main Stay	Ralston Purina	32.5	40.7
Purina Blends	Ralston Purina	36.4	36.4
Friskies Dinner & Cubes	Carnation (Nestle)	27.1	32.0
Fit & Trim	Ralston Purina	25.9	27.4
Praise	Ralston Purina	36.5	26.5
Hunters Choice	Jim Dandy	10.0	11.5
Jim Dandy Chunk & Ration	Jim Dandy	10.9	11.3
Ken-L Ration Biscuit & Meal	Quaker Oats	8.9	8.6
Sea Dog	Ralston Purina	30.0	7.7
Bow Wow	Piasa	8.2	7.3
Thrive	Ralston Purina	1.8	7.1
Kasco	Piasa	6.7	6.0
Field & Farm	Ralston Purina	4.3	4.1
Blue Mountain	Associated Prod.	2.9	2.0
Vest Nuggets	C.H.B. Foods	1.8	1.7
Strongheart	Beatrice	1.9	1.6
Gaines Meal	Gaines	2.0	1.4
Alamo Brand	Grand Met USA	14.0	—
New Breed	Carnation (Nestle)	13.5	—
All Other		525.2	494.2
Total		$1,779.0	$1,757.0
Moist dog food			
Gaines Burgers	Gaines	60.6	60.3
Top Choice	Gaines	44.8	40.5
Ken-L Ration Special Cuts	Quaker Oats	26.4	25.2
Ken-L Ration Cheeseburger	Quaker Oats	6.0	19.1
Ken-L Burgers (all types)	Quaker Oats	12.9	14.8
Moist & Meaty	Benco	11.4	12.5
Prime/Puppy Choice	Gaines	4.3	3.1
All Others		30.0	28.5
Total		$212.7	$212.6
Snack dog food			
Milk Bone, Flavor Snacks Bonz	Nabisco Brands	106.0	115.0
Jerky Treats	Heinz	36.0	34.2
Meaty Bones	Heinz	21.1	27.5
Bonz	Ralston Purina	27.8	23.7
Snausages	Quaker Oats	3.2	13.4
Liv-A-Snaps, Beef-Char-O-Snaps	Grand Met USA	11.7	11.8
Alpo Jerky	Grand Met USA	7.1	10.4
Beef Bites	Kal Kan (Mars)	8.2	7.8
Say Cheese, People Crackers	Hi-Life	2.5	1.7
Recipe	Campbell	1.7	1.7
All Others		65.8	54.9
Total		$291.0	$302.0
Canned dog food			
Alpo	Grand Met USA	206.0	245.0
Kal Kan	Kal Kan (Mars)	148.0	140.0
Mighty Dog	Carnation (Nestle)	99.4	106.0
Cycle	Gaines	64.9	67.4
Ken-L Ration	Quaker Oats	60.6	57.9
Skippy, Premium	C.H.B. Foods	33.9	36.4
Recipe	Campbell	23.2	24.8
Vets	C.H.B. Foods	19.9	21.0
Cadillac	Cadillac	17.6	18.0
Strongheart	Beatrice	12.9	11.6
Skippy	C.H.B. Foods	10.5	9.3
Blue Mountain	Associated Prod.	8.6	8.3
Twin Pet	Allied Foods	6.9	7.9
MPS	Kal Kan (Mars)	7.7	6.1
Laddie Boy	Laddie Pet Food	5.4	5.4
Henny Pen	Allied Foods	1.6	2.1
Friskies	Carnation (Nestle)	8.5	2.0
Tender Chunks Dinners	Quaker Oats	1.9	0.5
All Others		44.9	71.5
Total		$838.0	$860.0
Soft-dry dog food			
Tender Chunks	Quaker Oats	81.7	64.7
Moist & Chunky	Ralston Purina	25.1	26.2
Kibbles 'N Bits	Quaker Oats	7.3	—
Dinner Rounds	Campbell	4.7	4.7
Jim Dandy Tender Moist Chunks	Jim Dandy	4.0	4.0
Kibbles 'N Bits 'N Bits 'N Bits	Quaker Oats	84.9	102.0
Total		$223.2	$227.5

Foreign strength saved shops' 2nd quarter

Interpublic up 19%, Ogilvy off 13.8%

By STEWART ALTER

Taken at face value, the second-quarter results for the public advertising agencies seem to present a mixed picture, as earnings ranged from the Interpublic Group of Cos.' impressive 19% gain to the Ogilvy Group's 13.8% decline.

But there is more consistency to the second-quarter results than meets the eye, for all agencies are experiencing a softening of U.S. ad expenditures masked by excellent results overseas.

And those foreign results are themselves somewhat disguised: While there is real advertising growth abroad, the weakened U.S. dollar has multiplied those results several times.

The most disturbing results—and those of most general interest and relevance—are domestic revenues, which indicate that U.S. ad spending has continued to soften as the year has progressed. Uncertainty about the economy is leading advertisers to delay or trim spending, lowering agency profits since agencies generally budgeted 1986 expenses for a revenue level that is not materializing.

Not all of the public agencies release separate U.S. and international figures. But among those doing so as well as those providing ADVERTISING AGE with a specially requested breakdown, the picture is clearly not all that bright for U.S. ad spending.

Thus, some agency ceos are not all that optimistic about the second half of '86. JWT Group chairman Don Johnston observed that "given the uncertain outcome of the proposed U.S. income-tax changes, the sluggish economic environment and lower network television prices, the outlook for an improvement in our U.S. clients' advertising spending levels in the second half is doubtful."

Some domestic revenue results show the first half worsened as it went on; the second quarter indicated that spending softened as the year progressed. Foote, Cone & Belding Communications reported a 4.2% decline in U.S. revenues in the second quarter, compared with a 1.3% increase for the entire first half. Ogilvy's U.S. commissions and fees dropped 1.1% to $78.6 million in the second quarter, in part due to the TWA Airlines account loss, while first-half revenues rose by only 0.9%. Even JWT Group's J. Walter Thompson USA, which turned in an exceptionally strong first quarter (AA, May 19), saw second-quarter growth moderated to 7% vs. 9% for the half.

The chief financial officers of Interpublic and BBDO International, the two agencies that reported the best over-all results, provided a domestic/foreign breakout that confirmed the effects of the U.S. ad-spending slowdown are quite widespread.

Interpublic, excluding the Sieber & McIntyre acquisition that helped boost 1986 results, reported U.S. revenue increases of 2% to 5% for the first half, said chief financial officer Eugene Beard. And BBDO International, excluding the results of its Ingalls & Associates purchase this year, would have reported domestic revenue gains of about 7% for the first half and 4% for the second quarter, according to chief financial officer Jim Cannon. Both Messrs. Beard and Cannon indicated that clients' apparent wait-and-see attitude is affecting their spending levels.

But since most of the public agencies are also the large multinational operators, they have their overseas offices to thank for improving financial results. And while there was real foreign growth in ad spending, favorable currency translations to the dollar were a big help.

The most puzzling results were those of FCB, which restated its 1985 and 1986 results to include Leber Katz Partners, which was acquired as of June 30. The restated first-half figures for 1985 are higher in revenues, as expected ($150.7 million with LKP versus $140.2 million without), but lower both in pretax income ($12 million with LKP versus $12.8 million without) and in net income ($6.9 million with LKP versus $7.3 million without), suggesting LKP was operating at a loss.

An FCB spokesman explained those results by noting that "because LKP was a private business its objective was not to maximize net income, but, as with most private businesses, to reduce taxes to the ownership" and "second and even more important, LKP historically has made most of its money in the fourth quarter."

Agency financial results

The second quarter results were mixed, with net income gains as high as 18.8% for the Interpublic Group of Cos., and declines as much as 13.8% for the Ogilvy Group. But a closer look indicates that all are struggling with a slowdown in U.S. ad spending and enjoying overseas growth that is magnified by favorable currency translations. [1]Results for both 1985 and 1986 restated to include Leber Katz Partners, acquired June 30. [2]Net income in the first half of 1985 affected by loss taken on divestiture of EA-International advertising subsidiaries. Source: *Advertising Age*.

Agency	Income ($000) 1985	1986	(%)	Revenues ($000) 1985	1986	(%)
Second quarter						
BBDO	5,949	6,620	+11.3	83,702	98,015	+17.1
DDB	3,323	2,919	−12.2	55,698	60,785	+9.1
FCB[1]	5,980	5,205	−13.0	81,543	82,212	+0.8
Grey	4,069	3,627	−10.9	57,971	68,740	+18.6
Interpublic	15,261	18,124	+18.8	180,668	215,339	+19.2
JWT	5,762	5,783	+0.4	141,522	160,625	+13.5
Mickelberry	187	394	+110.7	35,058	35,238	+0.5
Ogilvy	7,473	6,439	−13.8	121,212	137,931	+13.8
Six months						
BBDO	10,168	11,499	+13.1	159,520	179,622	+12.6
DDB	4,429	4,493	+1.4	106,878	115,565	+8.1
FCB[1]	6,891	7,294	+5.8	150,691	158,113	+4.9
Grey	5,523	4,942	−10.5	107,599	125,846	+17.0
Interpublic	19,038	22,459	+18.0	328,817	383,262	+16.6
JWT[2]	5,971	8,728	+46.2	267,515	308,369	+15.3
Mickelberry	898	571	−36.4	69,718	66,318	−4.9
Ogilvy	11,036	9,675	−12.3	225,115	258,869	+15.0

Bay Area

(Continued from Page 3)

J. Walter Thompson USA keeping the $100 million US Sprint Communications Co. account after a review (AA, July 7) and new companies adding to the agency cash box and Worlds of Wonder, marketer of Teddy Ruxpin, has boosted Chiat/Day's billings $12 million.

But agency executives are concerned the area's over-all client base has begun to wither.

Among big accounts to flee is Dole Food Co., which pulled $30 million in billings from Allen & Dorward/San Francisco and JWT and consolidated them at New York shop William Esty Co. (AA, April 28). RJR Nabisco transferred an estimated $25 million in Del Monte USA billings to Lowe Marschalk, New York, from the agency's San Francisco office.

"They've cut down the big trees and taken them back East. I'm worried because those things are not easily replaced and I'm not sure how business is going to make a comeback," said Ron Berman, Cole & Weber creative director.

Several smaller trees also were felled. Foster Farms moved its $5 million account from McCann-Erickson to Chiat/Day, Los Angeles (AA, Aug. 11), and specialty retailer Aca Joe awarded its new $1 million account to Los Angeles agency Keye/Donna/Pearlstein.

Two products closely identified with the city—Rice-A-Roni and Ghirardelli chocolate—may not remain with Vantage Advertising & Marketing Associates. The shop is primarily an in-house operation for family-owned parent company Golden Grain Macaroni Co., which Quaker Oats Co. expects to buy later this year.

Another $12 million in Bay Area ad billings are in limbo following Marriott Corp.'s sale of Saga Corp. restaurant divisions (AA, Aug. 11). The Washington-based hotel chain is selling Grandy's, Spectrum Foods, Stuart Anderson's and the Velvet Turtle restaurant chains to a group of investors. Saga's Straw Hat Pizza and Spoons divisions remain on the chopping block, analysts say.

Riney handles the $5 million Stuart Anderson's and Spectrum account; Goodby picked up Saga's $3.5 million Velvet Turtle and Spoons account (AA, July 28), and Evans/Lynch Rockey handles Straw Hat's $4 million account.

"You have to check the paper every day to see who owns [Saga]," said one industry observer, underscoring one of the problems plaguing San Francisco agencies.

"The weeping and gnashing of teeth isn't imagined. There's a tremendous number of people out of work," said Andy Berlin, principal of Goodby, Berlin & Silverstein.

Jose Reynaldo, a principal of Comsearch, Lake Oswego, Ore., said unemployment among San Francisco agency personnel is the worst he has seen in nine years as a West Coast headhunter. People are taking "jobs they would not have looked at twice before," he said.

Many of the city's biggest corporations, including Castle & Cooke, Crocker National Bank, Crown Zellerbach Corp., Genstar Corp., Pacific Lumber Co. and Southern Pacific Transportation Co., have left the market.

According to the city, small entrepreneurial ventures, retailing and service companies are growing, but agencies consider these businesses less desirable because they often have smaller budgets and require constant attention.

The flight of big clients may leave local agencies no option, however, said Jeff Manning, Ketchum Advertising/San Francisco senior vp. "Instead of one $10 million account, you may need to get four or five $2 million accounts." He predicts San Francisco ad agency survival will hinge on a horse player's ability to pick winners: "Which $1 million account is going to grow into a $5 million account?"

Pitching smaller accounts has its advantages. Don Dorward, president and ceo, Allen & Dorward, said he thinks independent shops such as his will have new growth opportunities in the wake of agency and client megamergers.

D. Dorward R. Colnett

Jerry Gibbons, president-ceo of Doyle Dane Bernbach/San Francisco, said his agency's impending merger will provide more financial freedom, easing the day-to-day pressure for profits and giving his operation the ability to "take the longer view."

In the long term, creative strength may help parlay San Francisco into "the Florence of the ad industry," said Millie Olson, Ketchum's creative director.

Until then, thinning staffs may represent an additional burden. Ron Colnett, chairman, DFS Dorland, San Francisco, believes some of the city's hard-hit agencies are understaffed. "The remaining clients begin to suspect you are no longer committed," he said. "They become unsatisfied and look elsewhere."

He warns fellow agencies to resist giving in to what may be a temporary downward spiral.

"It's premature to say it's the end of the line for San Francisco," said Daniel Cohen, ceo at Lowe Marschalk, who was transferred to the agency's New York office as an exec vp to continue work on Del Monte. "I'm told things are not exactly popping in Los Angeles or New York."

Los Angeles reporters Brian Lowry and Marcy Magiera contributed to this story.

Executives, employees and clients will cherish this tasteful expression of affiliation.
Call or write today for our brochure.
Toll Free 1-800-252-5966
alynn NECKWEAR
108 Dogwood Ct — Dept. A
Stamford, CT 06903
(203) 322-5160

Celebrities For Advertising
WE DO MORE THAN SAVE YOU MONEY
- Creative strategy for the best deal possible
- Creative input for the most credible celebrity
- Detailed follow-through to completion
- Full disclosure contracts
- Merchandising the celebrity to excite dealer groups
- Ballpark costs within 24 hrs saves time and effort
- Confidential negotiations on your behalf

THE REIBOLD COMPANY, INC.
3410 N. Knoll Drive/Los Angeles, CA 90068
(213) 462-3209 Telex 69-16-99 HBS LSA
(Celebrity Packagers For Advertising Since 1969)

© Entire contents copyright 1986 by Crain Communications Inc. All rights reserved.

$1.50 a copy; $57 a year

Monday, August 25, 1986

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections, Section 1.

Lower tax=high hopes

Positive impact on media seen

By WILLIAM F. GLOEDE

The tax bill approved by the House and Senate conference committee likely will be a boon to the media business, which historically has paid taxes at or near the highest corporate rate.

The elimination of investment tax credits will smart a bit at first, especially at those media companies with major cable tv operations, or at newspapers and magazines that have made substantial capital investments recently. But in the long run, analysts and media brokers predict media businesses will benefit greatly from the new tax structure.

"It's part of the reason the media stock prices have been up

(Continued on Page 60)

Financial field shifts into high

By PATRICIA WINTERS

New York—The financial-services industry is wasting no time transforming tax reform into one of its biggest marketing opportunities in years. The industry is gearing up to promote its investment expertise, while new products are under development to replace those eliminated by the tax changes.

While reform ultimately may hurt the industry because many investment opportunities tied to tax breaks will be eliminated, it also has created a marketer's dream: A captive audience searching for new ways to invest money. Individual companies are generally mum about their marketing plans, but analysts expect more ad spending and a wave of new

(Continued on Page 60)

Agencies eye compensation

By STEWART ALTER

While generally beneficial because of a drop in the corporate tax rate, tax-law changes may have their biggest impact on agencies by forcing a reexamination of executive compensation practices.

Private agencies, in particular, will have to explore ways to raise working capital other than selling stock to their own executives.

Tax rate changes in themselves are unlikely to influence anyone to succumb to megamerger fever, but an agency already in negotiations might quit bargaining for that extra nickel and sell this year, when the capital gains tax rate is

(Continued on Page 60)

A helping hand

New Federal Express spots again feature dimwits, but this time around they get help. The hand of a narrator interrupts confusion about shipping to point out the company's many high-tech capabilities. Ally & Gargano/MCA handles. (See story on Page 61.)

GE's Wright bringing new agenda to NBC

By VERNE GAY and WAYNE WALLEY

New York—General Electric Co.'s appointment this week of GE Financial Services president-ceo Robert Wright as chairman of its NBC unit will bring an active new agenda to the tv network.

Former colleagues predict Mr. Wright believes his mission has four goals: Expand the businesses of NBC; lessen the network's reliance on Hollywood; weaken the studios' ability to control programing costs, and make GE's $6.4 billion acquisition of RCA and its NBC subsidiary look good.

Those who know him say Mr. Wright will give top priority to pressing for repeal of the Federal Communications Commission financial interest rule, which prevents tv networks from getting into the lucrative tv syndication business.

Total repeal of the rule could bring the networks hundreds of millions of dollars in new revenues; even a partial repeal could expand network revenue potential.

At the same time, NBC has programing chief Brandon Tartikoff under contract for three more years. As part of Mr. Tartikoff's new contract, he will run a new movie studio that will make about five films a year at an average budget of $6 million each.

In addition, Mr. Tartikoff, president of NBC Entertainment, will oversee the production of more in-house programing, especially made-for-tv movies.

While these film production assignments were seen as "golden handcuffs" to keep Mr. Tartikoff in the NBC fold, the deal also gives NBC a new in-house studio to develop and perhaps the most respected programer in tv to run it.

"[Outgoing NBC chairman] Grant Tinker has been

(Continued on Page 62)

DMB&B abandons Houston

By GARY LEVIN and JENNIFER LAWRENCE

Houston—D'Arcy Masius Benton & Bowles' sale of its office here to top management raises questions about the role of four other small offices within the agency's domestic network.

The Houston sale, announced last week, will result in an as-yet-unnamed shop with $15 million in billings to be owned by managing director David Pyle and some of the office's 32 employes.

The transaction, for an undetermined price to be based on a multi-

(Continued on Page 62)

Last Minute News

Roux agency revises U.S. strategy

Paris—Roux, Seguela, Cayzac & Godard, which has been eager to open in the U.S., apparently has rethought its strategy of merging only with an existing $9 million-plus agency after being unable to forge a deal with Levine, Huntley, Schmidt & Beaver (AA, Aug. 4, *et seq.*). RSC&G is said to be exploring a startup with Curvin O'Rielly, the former exec vp-creative director of McCann-Erickson, New York.

Beecham gets final pitches on week of Sept. 8

Chicago—Beecham Cosmetics has set the week of Sept. 8 for final presentations on its $10 million creative assignment. Fallon McElligott, Minneapolis; Foote, Cone & Belding here, and Boston-based HBM/Creamer and Hill, Holliday, Connors, Cosmopulos remain contenders, with Fallon the front-runner, sources say. Wagner & Associates previously handled.

Quaker talks to agencies from coast to coast

Chicago—Quaker is hearing presentations for its $15 million pet-food and ready-to-eat cereal account from Geers Gross; Jordan, Manning, Case, Taylor & McGrath; McCann-Erickson, and SSC&B, all New York, as well as Chiat/Day, Los Angeles, and Hal Riney & Partners, Chicago, sources say. Also, J. Walter Thompson USA here is believed to be pitching only the pet-food portion. Quaker fired BBDO from the business due to a conflict arising from the Omnicom merger (AA, July 21). Separately,

(Continued on Page 8)

'Invest in creative,'

CONGLI AA 863499 99 MKA 20014-5-DIGIT
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Highlights

GE's NBC finds Mr. Wright 1

General Electric Co.'s appointment of Robert Wright as chairman of its NBC unit will bring an active new agenda to the network. Former colleagues predict Mr. Wright has four goals: Expand NBC's businesses; lessen its reliance on Hollywood; weaken the studios' ability to control programing costs, and make GE's acquisition of RCA and its NBC subsidiary look good.

DMB&B Houston deal raises questions 1

D'Arcy Masius Benton & Bowles' sale of its Houston office to top management raises questions about the role of four other small offices within the agency's domestic network.

Clients should reap merger benefits: Smith 3

The new megamerger ad agencies should invest the savings of their efficiencies "in the creative side of the business," said Roger Smith, Advertising Age's 1985 Advertising Man of the Year, in accepting his honor at the AA Creative Workshop Aug. 18.

Terror tampers with marketers 3

Once limited to over-the-counter drugs in capsule form, product-tampering threats have spread to some of the nation's largest package-goods marketers. The cost to marketers is in the millions of dollars and nobody knows exactly what to do about it.

Ford "borrows" from itself 4

Ford division is borrowing Ford Motor Co.'s corporate "best-built American cars and trucks" ad claim for its own 1987 advertising. The corporate theme has been modified to "best-built American cars, six years running," part of a new marketing strategy to emphasize the quality, value and design of Ford products.

Campbell goes frozen with Prego 12

Campbell Soup Co. is adding frozen Italian entrees to its growing list of Prego entries. The company late this month will start rolling the eight-item line into the Northeast.

Slump continues for many magazines 20

The single-copy sales slump plaguing many consumer magazines eased somewhat in the first half of 1986, but total paid circulation continued to drop for many major titles. The Audit Bureau of Circulations' semiannual FAS-FAX report for the January-through-June period revealed total paid sales dropped for seven of the ten largest magazines.

Competition lowers prices: Coke 25

The competition between Coca-Cola and Pepsi-Cola has been so intense that the price of Coke today is 90% lower than 85 years ago, in 1900 dollars. That's one of several statistics revealed in court papers by Coca-Cola Co. in supporting its now-aborted effort to acquire Dr Pepper Co. from Forstmann Little & Co.

Where there's smokes, there's sales 28

In the cigaret business, anyone who manages a brand into the top 10 will never have to worry about mundane things like career growth. That's because a top 10 cigaret brand is bigger than many entire companies. The smallest in the top 10—R.J. Reynolds Tobacco Co.'s Vantage—racked up sales of more than $600 million last year, according to industry estimates.

INTERNATIONAL

Intrigue in Brazil 38

U.S. advertising agencies need strong representation in major world markets. To get it, they are on a constant hunt to buy hot creative shops not yet attached to a competitor. Last year in Brazil, an intense battle developed over just that kind of local agency, Fischer & Justus, which, after some agonizing, decided to link with a U.S. shop. Ad Age presents a detailed, behind-the-scenes account.

OTHER NEWS

Ford Motor Co.'s advertising may say it makes the best-built American cars, but that is making less of an impression on consumers. Advertising Age's July adWatch survey found that the number of consumers who named Ford first from among all the auto and truck advertising seen, heard or read in the past 30 days has dropped. Page 4.

Bert Metter's climb to the top of the agency world as new chairman-ceo of J. Walter Thompson USA has taken far from the usual route. Page 6.

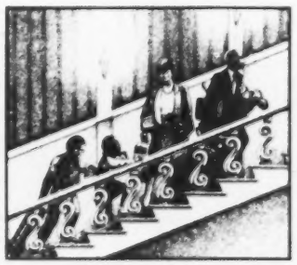
Marketers of "mature" brands who cut back on advertising in favor of price cuts and promotion risk turning a "cash cow" into a "dinosaur," an advertiser warned at the Advertising Age Creative Workshop last week. Page 41.

HBO/Cannon Video this fall will promote retail sales of its home-video line through sweepstakes and contests for consumers, retailers and distributors. *In Promotional and Direct Marketing.* Page 45.

Creative risk is easier and looks more logical when you have no formal training in advertising, and you're your own client, Steve Rechtschaffner, former vp-marketing at Swatch Watch USA, New York, and now a music-video producer, told a Creative Workshop session Aug. 18. Page 47.

Jacques Moret Inc. is trying to make a name for itself in the competitive exercise and bodywear market with a new ad-spending push from Wisseltier & Partners. Page 49.

SPECIAL REPORT



Financial services and fragrance marketers are two industries discovering that catering to the black consumer market can benefit the bottom line. Special Report examines these and other categories targeting the segment.

REGULAR FEATURES

ADVERTISING MARKETPLACE	53	FOR THE RECORD	57	PRESSTIME	8
ADWHIRL	56	FORUM	18	PROMOTIONAL AND DIRECT MARKETING	45
AGENCY PEOPLE	49	GARFIELD/- ON THE LOOSE	49	REGIONAL NEWS	42
BACK PAGES	46	GLOBAL GALLERY	34	STREET TALK	48
BRADY	33	LETTERS	19	T.N.T., THE NEXT TREND	33
BRADY'S BUNCH	46	MARKETING BY MAIL	45	U.S. NEWSWATCH	4
CON-SID-ERATIONS	17	MEDIAWORKS	40	VIDEOTECH UPDATE	39
CORRECTIONS & CLARIFICATIONS	6	NAMES IN THE NEWS	6	WHAT'S IN STORE	37
CURRENTS	32	PHOTO REVIEW	44	WORLD NEWS ROUNDUP	3
EDITORIAL	17				

Vol. 57, No. 45—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semiweekly the fourth week in March and the first week in September at 740 Rush Street, Chicago, Ill. 60611-2591. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691. $1.50 a copy, $57 a year, $104 two years. Add $89 per year for air delivery to Europe & Middle East. Add $34 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; JOHN HUFFMAN, fulfillment director; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207 (313) 446-0494.

FTC reviews Commodore ads for Amiga

By BRIAN MORAN

The Federal Trade Commission is investigating Commodore International Ltd.'s advertising claim that its Amiga personal computer can run IBM-compatible software.

An FTC spokesman said the probe is in response to complaints from several Amiga retailers that ads created by Ted Bates Advertising/New York misrepresent the computer's ability.

Executives of West Chester, Pa.-based Commodore did not return phone calls.

The complaining retailers reportedly accuse Commodore's ads of failing to disclose that only a handful of IBM-compatible programs can run on the Amiga via a special add-on cartridge. The complaints also allege that the Amiga requires additional software attachments to run IBM-compatible software at acceptable speed.

Commodore is already under an FTC order barring it from misrepresenting the performance or availability of its products. That action followed an FTC probe into a 1982 campaign, via Ally & Gargano, for Commodore's C64 computer. The FTC ruled that an advertised C64 feature that allowed the machine to run programs compatible with the CP/M operating system was not available for sale until nearly a year later.

Commodore's ads for the Amiga have claimed that the machine is IBM-compatible. However, it was not until early this year that the company finally introduced a peripheral software attachment, dubbed Sidecar, that provided compatibility.

The Amiga has been a disappointment for Commodore, though the company said the powerful computer had its strongest sales yet in the quarter ended in June.#

Ad ban pulls plug on smokeless

By STEVEN W. COLFORD

WASHINGTON—Ads for smokeless tobacco make their final appearance on tv and radio this week before following cigarets into exile from the electronic media.

The federal ban on tv and radio ads for chewing tobacco and snuff takes effect Aug. 28. It will leave cigars and pipe tobacco as the last tobacco products with access to tv and radio advertising.

After Feb. 27, 1987, labeling and the remaining ads for smokeless tobacco products must display one of three health warnings, on a revolving basis, mandated by the federal government.

The ban pinches particularly hard at Ted Turner's WTBS superstation. Red Man, a chewing tobacco marketed by Swedish Tobacco Co.'s Pinkerton division, Owensboro, Ky., has been a major sponsor on WTBS. The Bloom Agency, Dallas, handles.

Spending about $4 million this year, Red Man was a high-visibility sponsor of Atlanta Braves baseball and college football, said WTBS vp-sports sales Jim Trahey.

WTBS has sold to Mennen Co., Morristown, N.J., sponsorship of the scoreboard updates that air in the seventh or eighth inning of

(Continued on Page 61)

West Coast news

Gear strips account from O&M's roster

L.A. Gear ended its brief relationship with Ogilvy & Mather, Los Angeles (AA, July 14), taking its estimated $2 million account in-house last week. The Los Angeles-based athletic-shoe marketer fired its agency of only six weeks because, according to vp-marketing/advertising Sandy Saemann, the agency didn't produce as quickly as L.A. Gear felt necessary. The company will start talking to agencies in September. Sources give Admarketing, Los Angeles, which competed in the original review, the inside track on the business.

Brian McCarthy has been promoted to creative director, McCann-Erickson, San Francisco. The former deputy creative director succeeds Irv Sonn, who left. The changes come in the wake of McCann's loss of the $5 million Foster Farms account, which shifted to Chiat/Day, Los Angeles.

Wolfgang Puck Food Co., Los Angeles, a newly formed company put together by the famous Los Angeles chef, hired McCann-Erickson, Los Angeles, to introduce a pricy line of frozen pastries in Los Angeles and New York. Tom Patty, former general manager, Chiat/Day, Los Angeles, is

(Continued on Page 62)